



Internews
Humanitarian Information Services
Learning Collection

The Boda Boda Talk Talk Module South Sudan

Part I. Context
Part II. Case Studies



The Internews Humanitarian Information Services Learning Collection

communicates key lessons, best practices, and programmatic methodologies used by Internews' humanitarian teams around the world.

Each module within the Learning Collection includes three parts: Context, Case Studies, and a How To Guide. The How To Guide is usually packaged separately for ease of use.

The South Sudan HIS Learning Collection includes:

- *Boda Boda Talk Talk*
- *Listening Groups*
- *Radio Distribution*
- *Communicating with Communities (CwC)*
- *Humanitarian Radio*



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Children in the Tong Ping POC greet the first ever BBTT bike, on its inaugural day broadcasting to the more than 30,000 people in the Juba site in February 2014.

Welcome to Boda Boda Talk Talk!

What is Boda Boda Talk Talk? Why are speakers mounted on quadbikes, motorcycles or tuk tuks the best way to get critical information to people seeking shelter in UN bases across South Sudan? What role does the local community have in creating content and how does that help agencies in their work to be accountable to the people they serve? How has Internews adapted Boda Boda Talk Talk in each of its five locations? How might you design a version of BBTT to meet your community's information needs?

To answer these questions, look no further than this Boda Boda Talk Talk Module. Depending on your interests, each section is useful and can be read on its own. When combined together, the three parts of the Module give you a holistic understanding of the BBTT project in South Sudan, and what the Internews Humanitarian Information Services team has learned over three years of implementation.

This document contains Parts I and II. "Part III. How To Guide" is packaged in a separate document, so that you can easily share it and take it with you.

"Part I. Context" focuses on the theory and rationale behind the Boda Boda Talk Talk project, describing how the political and humanitarian context in South Sudan—and unique local information ecosystem within the United Nations Protection of Civilians (PoC) sites—influenced BBTT's design. It also discusses the critical importance of information as a form of aid, and introduces key concepts of the Internews approach, including the importance of Communicating with Communities (CwC) during a humanitarian emergency.

"Part II. Case Study" describes how Boda Boda Talk Talk was designed and rolled out in the UN PoCs in Tong Ping (Juba) and Malakal/Wau Shilluk. These case studies focus on the experience and lessons learned from implementing BBTT in these locations, particularly the adaptive programming over time, in order to offer recommendations for future projects.

"Part III. How To Guide" provides a detailed, step-by-step methodology for establishing a BBTT project in any location. It includes practical tips, as well as sample surveys, forms, templates, checklists, and job descriptions for easy adaptation. (Please download separately [here](#).)

The Boda Boda Talk Talk Module was designed by the Internews South Sudan team. It is part of the Internews Humanitarian Information Services Learning Collection, which communicates key lessons, best practices, and programmatic methodologies used by Internews' humanitarian teams around the world.



The Bentiu POC site is home to more than 120,000 displaced people.



Boda Boda Talk Talk

Part I. Context

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► Introduction to Part I

Part I. Context aims to equip you with a clear understanding of the theory and rationale behind the Boda Boda Talk Talk project. It describes the dynamics of the South Sudanese political and humanitarian context after conflict began in December 2013, including the need for a hyperlocal humanitarian information service that could serve thousands of internally displaced people seeking shelter in United Nations Protection of Civilians sites across the country. This section also explains the importance of information and communicating with communities (CwC) in an emergency, key principles within Internews' humanitarian information approach.

While Part I focuses on the “why” behind the project, Part II will focus on BBTT's implementation in Tong Ping (Juba) and Malakal. Make sure to read on for more!



The Bentiu BBTT team celebrates before taking the bikes out for broadcasting in the largest POC in South Sudan.

► Preface

Internews has operated in South Sudan since 2006. When the current five-year USAID-funded project titled “i-STREAM” (Strengthening a Free and Independent Media in South Sudan) was awarded in October 2013,¹ Internews was supporting five stations, including Eye Radio in Juba, Central Equatoria State; and four community radio stations, one each in Warrap, Unity, Upper Nile, and Northern Bahr el Ghazal States.

However, just months after i-STREAM began, serious conflict erupted in South Sudan. On December 15, 2013, tensions between factions loyal to President Salva Kiir, of the Dinka ethnic group, and those aligned with his former Vice President, Riek Machar, of the Nuer ethnic group, exploded into fighting on the streets of Juba. South Sudan’s dramatic return to war has torn communities apart, putting an estimated 4.5 million people in need of humanitarian assistance, causing the internal displacement of more than 2 million people, the deaths of tens of thousands, and a food crisis of epic proportion.

Internews immediately sought solutions to the ever-increasing information needs of the population with a series of new activities, establishing Humanitarian Information Services in several United Nations Protection of Civilian Sites (PoC) called Boda Boda Talk Talk (BBTT). BBTT is a twice-weekly community-led audio program produced to broadcast-radio standards. However, rather than broadcast on the airwaves to a wide public audience, the 25-minute program is distributed through simple-to-use media tools such as USB sticks or memory cards. The programs are then played on speakers that revolve around a designated area to designated listening stops - often on the back of quad-bikes. This keeps the programs hyper-local to their environment in context, content and geographical reach.

The first four BBTT programs were established in **Tong Ping PoC** and **UN House PoC** (Juba, Central Equatoria State), **Malakal PoC** (Upper Nile State), and **Bor PoC** (Jonglei State). In November 2015, BBTT was launched in **Bentiu PoC** (Unity State). In addition, Internews established two mobile “radio-in-a-box” stations: one in Mingkaman (south of Bor in Lakes State), and in Malakal Town, specifically serving internally displaced peoples (IDPs). The community stations, HIS and the mobile radio stations have a combined total audience of actual listeners of more than one million, and are considered the most trusted source of information in their communities.

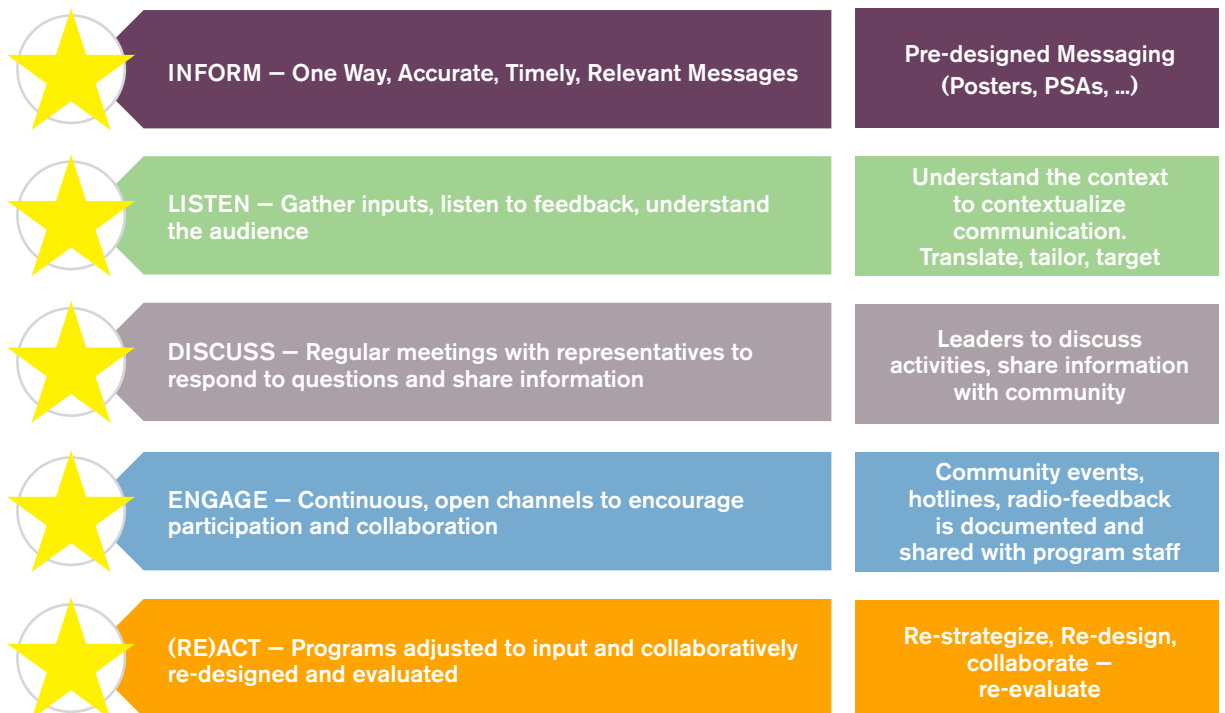
¹Awarded in October 2013, the i-STREAM program is a USAID-funded project to strengthen the independent media sector in South Sudan. The goal of the five-year program is to: strengthen a free and independent media in South Sudan, with an emphasis on the independent radio sector, by supporting the transition to self-sustainability of five currently funded USAID-supported local partner radio stations and focusing on improving the professional preparation of journalists, the economic self-sustainability of media houses, the enabling environment for a free media, and the support institutions for a freer media.

► Abstract

In any humanitarian setting, information is vital. Access to accurate, timely and relevant information can be the difference between life and death. Alongside humanitarian services such as the provision of food, shelter, WASH, protection and healthcare, the provision of information to those in need must be considered a basic component of the humanitarian response.

However, information is unique amongst these services, due to the symbiotic role that information plays: Humanitarian actors need accurate, relevant information from beneficiaries, just as beneficiaries need such information from humanitarians. Good communication and a two-way flow of information allows beneficiaries to provide feedback and input and, most importantly, it holds aid providers accountable to the affected populations they are there to serve. Internews' experience has generated clear evidence that when information flows between aid providers and recipients is robust, the overall effectiveness of the humanitarian response is improved. Established communications channels play a critical role in this flow of information, whether they are local media outlets or community leadership structures.

The 5 Stars of Communication with Communities



This accountability process or “community feedback loop” – involving listening, conversation, debate and dialogue – is a critical part of the aid response. Internews' 5 Stars of CwC tool helps guide partners in understanding true CwC.

Despite a few stand alone best practice examples across the world of Communications with Communities (CwC) tools, the sector still needs effective solutions to ensure the most marginalized men, women, youth and children receive effectively delivered life saving information. However, this only addresses one side of the equation. Communities also need to voice questions, concerns and issues and to have these effectively addressed. Aid workers need to engage with the community to understand their particular information needs, and respond to questions and concerns about the aid response itself.

Understanding peoples' needs and concerns beyond the formal aid response itself can prove to be an important part of humanizing a humanitarian response. Information is not only to be given by humanitarians, but it is something that needs to be effectively received from affected communities by humanitarians. This accountability process or "community feedback loop" – involving listening, conversation, debate and dialogue – is also a critical part of the aid response, not only to ensure accountability, but to ensure better impact of every aid dollar spent.

While many agencies say they do practice CwC, in reality this tends to be one-way top down messaging with the agency sharing their information, rather than the communities' voice being amplified. In addition, there is rarely a budget line dedicated to CwC or accountability other than for outward one-way communications.

► Why is Information Important in an Emergency?

Internews' experience has generated clear evidence that when information flows between aid providers and recipients is robust, the overall effectiveness of the humanitarian response is improved. But why exactly is information important in a humanitarian context?

1 Information is a human right. The Guiding Principles on Internal Displacement² specifically emphasize the right of people displaced from their homes to participate in the response efforts – particularly women and girls; it also highlights peoples' right to make informed decisions about their own futures; and it gives people the right to information about missing relatives. This assumes a free flow of information, and alludes to objective, practical, and relevant information being life enhancing. Ensuring people have effective information enables them to “participate in, negotiate with, and influence control and hold accountable institutions that affect their lives.”³ This is as true in a development context as it is in a humanitarian one. Ensuring people have information and the right to voice their concerns is fundamental to citizenship, governance and human dignity.

2 Information is aid. Humanitarian information is life saving and life enhancing. Humanitarian actors have a lot of vital information, such as how to prevent illnesses and where to go to access rights and services. *Giving* people information about protection, health, and hygiene issues can protect people and transform lives in an emergency. Getting this information out effectively - as measured by timeliness, accuracy and relevancy - is critical. Ensuring these aid messages reach women, young people and children who are marginalized or at risk of not receiving information when social structures break down is a humanitarian imperative.

Improving the way aid agencies communicate with disaster-affected communities is an important piece of work. Millions of aid dollars are lost not just with poorly produced and disseminated communications including Information and Education Communications (IEC) materials, but because the information does not reach those who most need it. Understanding how people - especially the most marginalized people - receive their information in an emergency is critical in an assessment across all clusters (mobile phones, radio, market place, community leaders).

In an emergency context, aid workers tend to use fast shorthand tools such as recruiting community outreach workers who tell people what to do: “*Wash your hands with soap to prevent cholera.*” Other favorite tools include Community Leadership meetings, Notice Boards and Help Desks, which allow the agency to give information to those who can read or who will pass it on to others in the community. While these tools are powerful if done effectively, it is important to recognize they can be top down, and one-way, if used in line with the traditional “aid” paradigm.

² <http://www.idpguidingprinciples.org>

³ The Millennium Development Goals and Human Rights.

http://www.unkampagne.de/fileadmin/downloads/news3/final_human_rights_and_mdgs_brochure.pdf

3 Two-way information flows can change the existing top down aid paradigm. Effective “information as aid” goes beyond aid workers giving information to affected communities; it is a two-way exchange of information. Shorthand tools and one-way messaging usually do not give communities a chance to say what they think and feel about the aid response. The best information involves a relationship where agencies are not only giving information, but they are really listening, understanding, and responding to two-way conversations with a broad spectrum of the displaced community at critical times – especially the most marginalized groups. As important as amplifying the information held by UN agencies and NGOs is ensuring that those affected, especially the most marginalized men, women and children, have a strong voice that can be listened and responded to - especially in the thick of an emergency. Voices that reflect the diversity of the whole community need to be included in this exchange: the young, old, disabled and sick, women and children, as well as ethnic groups that may have been excluded by those with political or economic power. Diverse voices are likely to offer perspectives different from the groups that agencies may engage with using shorthand CwC tools, such as community leadership committees.

4 Two-way information promotes engagement and participation. Having accurate, timely, relevant information empowers people to make informed decisions affecting their own lives and futures. Effective CwC involves the community in decisions that build trust and ensure community participation, such as where to locate a particular service, like a grinding mill, women’s shower blocks, or a children’s play area.

5 Two-way information delivers accountability and impact. The annals of humanitarian history are littered with emergency latrines that go unused because people do not like how they are constructed, located or maintained; or water wells constructed despite the water being too salty or dirty for people to actually use. There are thousands of posters produced in Geneva, New York, or Rome about gender-based violence (GBV) that no one on the ground actually understands or even sees.

Simple Conversation with Communities, with aid organizations engaged in a dialogue with affected communities, would translate into millions of aid dollars more effectively spent. For humanitarian agencies, the need to better engage, listen and respond to communities’ rapidly changing needs and circumstances is vital for accountability, impact and effectiveness.

6 Two-way information reduces tension and conflict. In many IDP sites, rumors and mis-information can be rife. Very quickly the situation can become one of “them” verses “us” between aid agencies and the community. This can also happen where there is a lack of transparency in the aid operation. Having clear two-way channels for questions to be asked, and concerns and issues listened to and addressed is critical to dispel rumors. This is important even where there is no “solution” offered. Allowing all groups the space to complain and feel like they have been heard and included is critical to reduce tension and conflict.

▶ Why is Information Important in an Emergency? (cont.)

7 **Information can educate, entertain and pass the time.** Humanitarian information programs not only target rumor and complex issues head on to give people an opportunity to raise their questions, but programs can be played at food distribution times and at critical gatherings where tensions can rise very rapidly and without warning.

Information is much needed in displacement sites where livelihood and entertainment options are limited. Boredom is as much a cause for tension and angst as politics and rumor. Ensuring that misinformation is dispelled can ensure that aid operations such as food distributions are conducted without disturbances.

8 **Two-way information can reduce dependency:** More often than not, communities have their own solutions to problems in a displacement site. However, over time some communities can become increasingly dependent on the aid response. This is especially the case in a country like South Sudan, which is one of the poorest in the world. A PoC site might actually provide better health, sanitation and other services and aid than peoples' original home locations. A two-way information channel that involves the aid agencies listening to the community's own solutions can be powerful, encouraging people to think of their own solutions too.

9 **Two-way information can mobilize people into action:** Information can inspire people into action – both individually and collectively. Telling people what to do is only likely to work in the first few days of an emergency – and is only really appropriate when they need to know where to go and what to do. Alternatively, motivating people to respond to a positive local role model is a powerful use of information.

Multiple actors can work in a single camp setting and duplicate efforts. Coordinating communications between agencies, and being creative with two-way messaging, can strengthen the impact of interventions. Producing a strategic and coordinated communications campaign to improve health or hygiene behavior can be powerful to curtail a disease outbreak.



► Information in the Midst of a Crisis: The South Sudan Context

The scale of the human displacement following the conflict that began in December 2013 was unprecedented in South Sudan's history, with an estimated 2 million people forcibly uprooted from their homes, lives and livelihoods. Where people could afford to do so they became refugees and fled across borders of this landlocked country, largely into Ethiopia, Uganda and Kenya. Much of the movement of people was to informal sites inside South Sudan (an estimated 1.5 million people became Internally Displaced People or IDPs).

Around 10% of the IDPs (an estimated 200,000 men, women and children) sought refuge in ten United Nations Mission for South Sudan (UNMISS) military bases that became de facto sanctuaries. This group of people was principally made up of the poorest and most vulnerable that could not afford to flee the fighting elsewhere. As it became clear that the situation would not be quickly resolved, the UN declared these areas "Protection of Civilian" (PoC) sites and humanitarian actors began to provide basic services. Some of these PoCs were larger than others and some were more easily accessible for humanitarian agencies and organizations than a number of the spontaneous informal settlements that remained insecure.

Given the nature of the ongoing conflict and the limited access to displaced communities, humanitarian agencies and resources inside South Sudan became focused on these PoCs. With tensions high, the rumor-mill rampant, and the humanitarian situation rapidly declining, it was clear that a timely, trustworthy and conflict sensitive source of information was urgently needed. It is within this context that Internews' Humanitarian Information Service (HIS) project "Boda Boda Talk Talk" (BBTT) was born.

Internews has a highly successful track record of strengthening local information ecosystems, often by working alongside media outlets, and with a focus on radio. But relying on existing channels is not always possible or appropriate in every context. Leadership structures are often contested or unreliable, creating information "gatekeepers" and leading to greater mistrust. Local media outlets may come with unwanted political affiliations, or simply may not exist. In many cases, the information required by a group of beneficiaries may be sensitive, or simply too localized to be relevant for a wider media audience. Boda Boda Talk Talk (BBTT) is an example of a successful project designed specifically to operate when such restrictions are in place.

When Internews started the BBTT project in 2014, the lack of effective communications channels to reach the wider population was a serious cause for concern across all clusters including Camp Management and Camp Coordination (CCCM), Protection, WASH and Health. Aid agencies had no experience delivering a large-scale humanitarian operation inside UN military bases.⁴ The complex dynamics inside the PoCs posed a challenge for humanitarian actors wanting to deliver vital life saving humanitarian aid to people who had fled to them for safety. The Tong Ping PoC site, for example, created spontaneously inside the UNMISS logistics base in Juba, sheltered around 30,000 people in the first few months of the crisis. This population largely reflected the Nuer ethnic group from 16 different counties across the country – bringing with them diversity in culture, language as well as wide disparities in economic and social backgrounds. People came to the PoCs from many different locations, both urban and rural, and were suddenly forced to live alongside each other in poor conditions with limited sanitation and basic facilities. Former political and military leaders, as well as former combatants, also lived in the site and held a great deal of power over social and political dynamics.

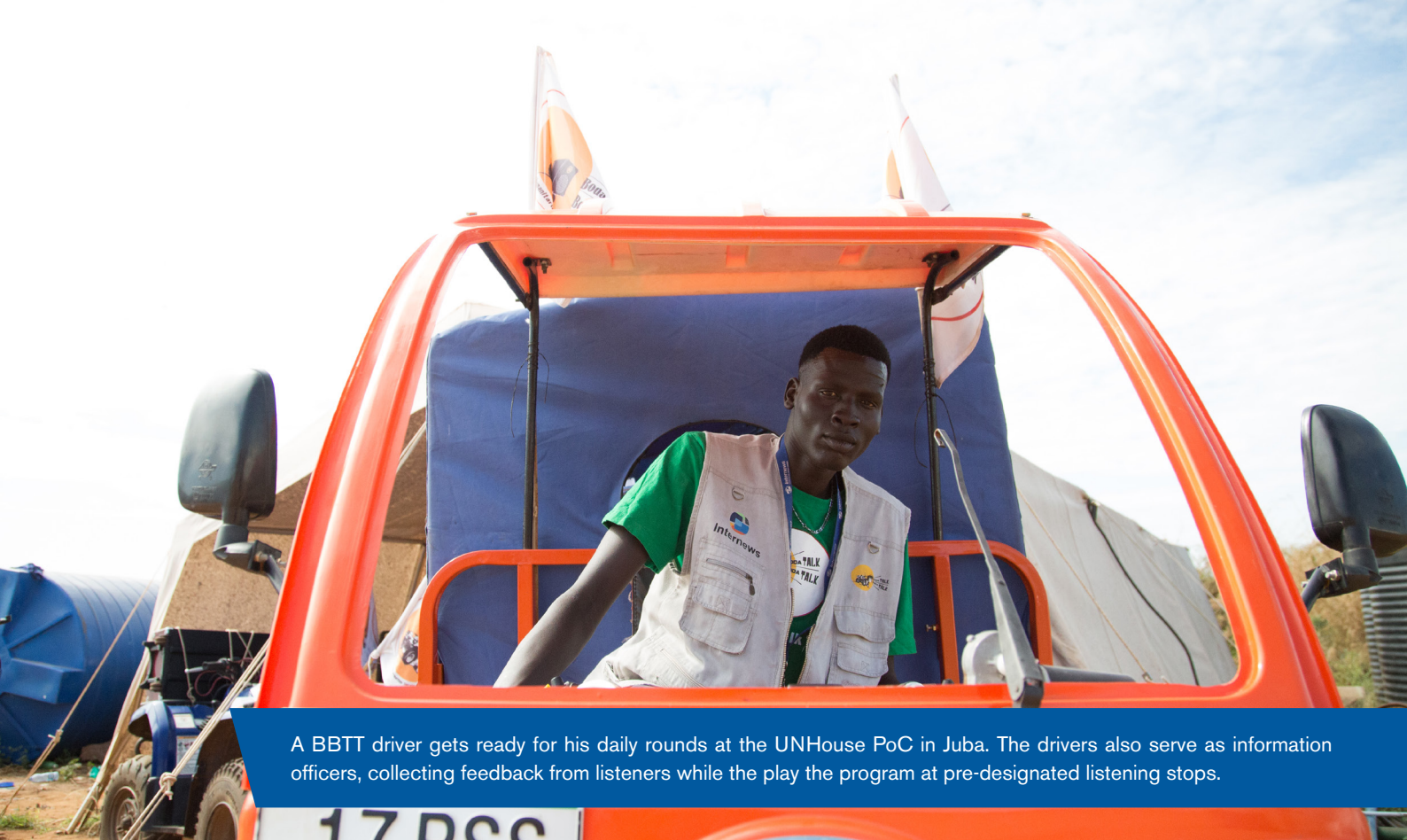
⁴For example, organizations like ICRC (South Sudan Red Cross) and MSF had strict rules of non-engagement with the military, including UN Peacekeeping missions.

As much as this population may have been united in political opposition to the Government, they were also in conflict internally, with regular tensions and power struggles inside the PoC. Many of those who fled to Tong Ping in the center of the capitol city were highly traumatized, and although they found sanctuary in the UN base, there were tensions resulting from their new congested and chaotic life. Given the ethnic nature of the conflict, there was also a great deal of fear and serious cause for concern over peoples' safety and security if and when they left the PoC (some took this risk to tend to their homes and businesses outside). Families and wider clans were divided and separated as a result of the conflict and consequently the normal social protection mechanisms were largely destroyed.

The potential for confusion, misinformation and rumor inside the PoCs was high. For humanitarian actors, the failure to get timely, accurate, relevant information to people who needed it most had severe impacts on aid delivery. The Tong Ping site was eventually closed after nine months, and the displaced population was moved to the UNMISS headquarters base, UN House PoC 3, in Jebel on the outskirts of Juba. The relocation itself caused a great deal of resistance, rumor, tension and violence in the site as the planned move became politicized.

In many ways, Tong Ping offered a mirror to the other PoC displacement sites, with many of the issues replicated and repeated, albeit to varying degrees. In other ways, the other PoC sites were far more complex. Malakal PoC exhibited greater diversity, sheltering Nuer, Dinka and Shilluk – all three of the main tribes who were fighting in the civil war. Malakal Town has remained at the frontline of the conflict, exchanging hands numerous times and restricting people to life inside the POC, further raising the levels of frustration and tension. Bentiu, in Unity State, is the largest PoC currently sheltering around 120,000 men, women and children. It too has existed on the frontline of the conflict, posing huge challenges in terms of humanitarian access. Bentiu, Malakal and to a lesser extent some of the other UNMISS bases have been built on swampy soil. In addition to the limited sanitation facilities, and the health risks involved with congested populations, living in very flooded land during long six-month rainy seasons has added to the challenges faced by the community and the humanitarians.

Under most circumstances, Internews prefers to work with established media outlets, utilizing already existing information systems for maximum reach and effectiveness - but for those seeking refuge in a PoC site in South Sudan in late 2013 or early 2014, existing local media came with complications. This is often the case when displaced people come mainly from one specific ethnic or language group, and is obviously exacerbated in the case of an on-going, violent conflict. In the South Sudanese capital of Juba, where BBTT was first rolled out, no media outlets broadcast in the Nuer language that is spoken by the overwhelming majority of IDPs in the area. To broadcast in Nuer, or to broadcast information about humanitarian services within the PoC sites, could have attracted unwanted attention and posed serious security risks. In addition, the information needed within the PoC sites was very different than that needed by the wider public, because the context was simply so different. The situation called for a hyperlocal solution.



A BBTT driver gets ready for his daily rounds at the UNHouse PoC in Juba. The drivers also serve as information officers, collecting feedback from listeners while they play the program at pre-designated listening stops.

► What is Boda Boda Talk Talk?

In South Sudan following the conflict that began in December 2013, Internews created what became in effect a “third party” platform for “Communications with Communities” that strategically worked to target and engage the most vulnerable displaced people in the United Nations Protection of Civilians Sites (PoCs). The platform serves to “humanize” the information and language from various actors. It also served as an effective means to humanize both the humanitarian community and the internally displaced population, facilitating dialogue and building trust.

The Internews **Humanitarian Information Service (HIS)** for displacement sites is a twice-weekly community-led audio program produced to radio broadcast standards. However, rather than broadcast on the airwaves to a wide public audience, the 25-minute program is recorded onto simple-to-set-up and use tools such as USB sticks or SD cards. These programs are played on speakers that revolve around an IDP site on the back of quad bikes. This keeps the programs **hyperlocal** to their environment in terms of context, content and geographical reach. The quad bikes visit public Listening Stops where people can hear the programs as they go about their daily business. Programs are also heard by dedicated community Listening Groups, and played at health clinics and other static listening sites managed by the community themselves or by partner aid organizations.

The HIS was branded **Boda Boda Talk Talk (BBTT)** to ensure it had resonance with the audience; Boda Boda reflects the bikes that transport the speakers in the sites and is the generic term for motorbike taxis across Africa; and Talk Talk reflects the program focus on two-way Conversations with Communities. The project works collaboratively with displaced communities, the UN agencies and other INGOs working on the ground – not only to help them disseminate their communications more effectively, but also to ensure they listen to a broad spectrum of community voices.

As a hyperlocal tool (in contrast to mass media like traditional radio) made by the community for their own displaced community, the HIS has proven to be a powerful platform for information exchange between the most marginalized members of a community (women, youth, children, disabled) and humanitarian actors, UN agencies and INGOs. The HIS has also been demonstrated to be a powerful tool for sustained health communications campaigns where information needs to be targeted to a specific population – or other hyper-local contexts such as market places and schools. In addition, the service recognizes the adaptive resourcefulness of local people, and builds opportunities to develop critical skills.

The initial success of the HIS in Tong Ping (Juba) meant that Internews could rapidly scale up and replicate the project to five more PoCs. Building upon lessons learned in adaptive programming, BBTT-HIS soon launched in PoC 1 and 2 and 3 in UN House in Juba, Malakal PoC and Bor PoC in Jonglei State. In November 2015, BBTT was launched in the largest PoC in Bentiu, Unity State (serving nearly 150,000 people). The service now reaches almost 200,000 people.

Hyper-local at every stage - content, production and distribution - the BBTT project has proven to be a powerful platform for information exchange between the most marginalized members of a community and humanitarian actors, UN agencies and INGOs. The service is born directly out of the community's need for vital information, and the need for humanitarian agencies to deliver accountability. The trust, acceptance and commitment of the communities in the project sites has enabled BBTT to grow and flourish. Easily replicable and customizable, it is hoped that BBTT can be used as a model for other interventions in the future. It shows that working collaboratively across clusters and partners strengthens the delivery of CwC and AAP in an innovative and powerful way.

The BBTT team hard at work in their tent at UN House. All the staff live and work in the POC, ensuring the program remains close to the community.





A BBT reporter interviews an ACTED staff member as part of a program in collaboration with the CCCM cluster.

Boda Boda Talk Talk

Part II. Case Study

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**SOUTH
SUDAN**

Internews HIS Locations in South Sudan:
1) Malakal, 2) Bor, 3) Juba, 4) Bentiu



► Introduction to Part II

Part II. Case Study describes the experience and lessons learned from implementing Boda Boda Talk Talk in the UN Protection of Civilians (PoC) sites in Tong Ping (Juba) and Malakal.

This section begins with a brief introduction to the problem: how to provide timely, trustworthy, and conflict sensitive information to people within the PoC sites? The Tong Ping and Malakal PoCs each presented their own unique challenges, given their respective geography and demographics. With this context in mind, we then describe the project, including key features of BBTT's design, structure, program production, and relationships within the humanitarian community.

The main focus of Part II is adaptive programming: what were the issues and challenges faced by the project, and what did not work? More importantly, how did the team adapt the project? What were the key changes and corrections made as implementation progressed? These lessons are particularly informative for highlighting how, and why, BBTT has evolved to its current form.

Part II then summarizes existing research/evidence/impact of BBTT in Tong Ping and Malakal to provide additional data and affirm the results and learning of the project. In order to understand what information people needed, as well as the efficacy of the BBTT project, Internews South Sudan partnered with Forcier Consulting to conduct 13 research studies in 8 locations, totaling 6,836 respondents across the country.

Lastly, this section concludes by offering advice and recommendations for similar projects, including implications for the media and development community.

While Part II focuses on the “what we did” behind the project, Part III will focus on the “how” – how you can adapt the BBTT methodology to any other location. Please download Part III separately [here](#).

► The Problem

The scale of the human displacement following the conflict that began in December 2013 was unprecedented in South Sudan's history, with an estimated 2 million people forcibly uprooted from their homes, lives and livelihoods. Where people could afford to do so they became refugees and fled across borders of this landlocked country, largely into Ethiopia, Uganda and Kenya. Much of the movement of people was to informal sites inside South Sudan (an estimated 1.5 million people became Internally Displaced Populations or IDPs).

Around 10% of the IDPs (an estimated 200,000 men, women and children) sought refuge in ten United Nations Mission for South Sudan (UNMISS) military bases that became de facto sanctuaries. This group of people was principally made up of the poorest and most vulnerable that could not afford to flee the fighting elsewhere. As it became clear that the situation would not be quickly resolved, the UN declared these areas "Protection of Civilian" (PoC) sites and humanitarian actors began to provide basic services.

Given the nature of the ongoing conflict and the limited access to displaced communities, humanitarian agencies and resources inside South Sudan became focused on these PoCs. With tensions high, the rumor-mill rampant, and the humanitarian situation rapidly declining, it was clear that a timely, trustworthy and conflict sensitive source of information was urgently needed. It is within this context that Internews' Humanitarian Information Service (HIS) project "Boda Boda Talk Talk" (BBTT) was born. This section focuses on case studies in two of the BBTT sites: Tong Ping in Juba and Malakal/Wau Shilluk.

“

“They were all Khawajas (white people or foreigners) – we didn’t understand who was who, and what each one did. Someone explained to me that each agency was like a different mobile phone company – they were not all the same and each one had different things they would do for us.”

”

– Woman inside Tong Ping POC, Juba, March 2014

“

“They were always telling us to ensure we and our children used the latrines and washed our hands with soap. But the toilets were very far away from our tent so it was especially hard to go in the hot sun, and especially in the rainy season when our shelters were flooded, and also hard at nighttime. Inside the PoC the price of soap in the market was too high – nearly three times the price before the conflict so we just couldn’t afford to buy it. We knew the NGOs’ messages but there was no way of sharing our problems and nothing we could do to change the situation. We just sat politely and listened when they came to share their information everyday. . . No, we didn’t complain – what else was there to do in the PoC?”

”

– Woman in Malakal PoC, Upper Nile State, June 2014



The first BBTT project in Tong Ping was specifically designed to improve information access for the most vulnerable and marginalized people within the site, including women and children.

► Case Study Locations

► Tong Ping PoC in Juba

Around 30,000 people fled to the Tong Ping PoC site, one of the Juba UNMISS bases, in the immediate aftermath of the early days of the conflict – literally within days. Not only were the bases unprepared⁵ and poorly equipped to handle such a mass influx of men, women and children but also, the initial chaos and broken normal social support networks created serious protection risks for women, youth and children in particular. The lack of basic infrastructure, water, sanitation and shelter were the immediate concerns for agencies, as well as the intensely congested space; however, the high levels of sporadic violence inside the site, continued tensions, regular rumors, persistent fear and internal threats (aside from the external risks and threats from the ongoing conflict) hindered not only access and impact for agencies, but also prevented people from fully accessing their rights and entitlements while living in the PoCs.

A lack of effective information sharing and communications for people inside Tong Ping and the other PoCs was identified by agencies as a huge gap that needed to be filled. The Protection Cluster in South Sudan immediately invited Internews to design an information delivery tool specifically for Tong Ping PoC that would help engage communities in the response and support the protection needs of IDPs. Agencies were struggling with how to effectively share information within the chaotic environment, and wanted to ensure everyone received timely, accurate information in order to ease tensions and to support the better delivery of aid operations. There was also a concern from protection actors that the most vulnerable people inside the Tong Ping site in particular - those already on the social margins like women, young people and children - were not getting the information they needed to protect themselves, and were not actively involved in the kind of engagement that would enable them to participate in the response efforts as informed and empowered citizens. Information delivered inside the site had to remain within the PoC as it was not relevant to people outside. Worse if information related to protection issues were broadcast more widely this could put those inside the PoC at heightened risk. This was critical in an environment where people had fled from war and had been highly traumatized, resulting in a high degree of suspicion with the outside world. Added to all of this, there was a desperate need to communicate in the local language of Nuer.

⁵ UNMISS has a mandate to protect civilians in South Sudan. Some of the bases had designated small PoCs that were created to manage small numbers of displaced people. These PoCs were designed as preparedness measures following the 20-year conflict that resulted in the Independence of South Sudan from Sudan.

► Malakal PoC and Wau Shilluk

Malakal, in Upper Nile State, is South Sudan's second largest city after Juba, located in the northeast of the country. Since 2013, Malakal has been the site of numerous battles between government SPLA forces and the Nuer White Army, loosely commanded by the SPLM-IO which was headed by Riek Machar. The city had been overrun on various occasions by both sides. As of October 2015, Malakal had exchanged hands twelve times during the civil war. Unlike Juba, where many people who lived in the PoCs went to town to go to the markets, to work, or to college, the tense situation in Malakal PoC was further exacerbated by the lack of access to the town due to mass destruction of infrastructure, and the ongoing fighting and insecurity. Furthermore the PoC itself was in a terrible condition for families living in flooded land. The knee-deep water in parts of the site and in people's shelters prevented free movement around the site, and hindered access to vital services and the free flow of people and information.

Just outside Malakal, in 20-minute speedboat ride away, the small village of Wau Shilluk that was home to around 3,000 people before the conflict had become a temporary settlement for approximately 60,000 people. Unlike in the PoC, there was very limited humanitarian access in Wau Shilluk. There were no latrines or hand-washing points and the conditions were ripe for the cholera outbreak that occurred in July 2014. People were not only living on swampy land in makeshift tarpaulin shelters, they used river water or swamp water for all of their basic needs. Repeated attempts to set up WASH facilities in Wau Shilluk were thwarted by continued insecurity, including aid workers being detained and harassed by local military Generals in April 2014. Humanitarian access was limited as was information access with nothing but the government-run state radio sporadically functional locally.

Children walk in the flooded passageways between their homes in the Malakal POC. Heavy rain and poor drainage create serious health concerns, included outbreaks of cholera.



► The Project

In February 2014 just weeks after the conflict began in South Sudan, Internews launched Boda Boda Talk Talk. BBTT is a twice-weekly community-led audio program produced to radio broadcast standards. However, rather than broadcast on the airwaves to a wide public audience, the 25-minute program is recorded onto tools such as USB sticks or SD cards and played on speakers that revolve around the IDP site on the back of quad bikes. This keeps the programs hyper-local to their environment in context, content and geographical reach. The quad bikes visit public Listening Stops where people can hear the programs as they go about their daily business. Programs are also heard by dedicated Community Listening Groups and played at health clinics and other Static Listening sites managed by the community themselves or by partner aid organizations.

The HIS was branded **Boda Boda Talk Talk (BBTT)** to ensure it had resonance with the end users (or audience!); Boda Boda reflects the generic term for motorbike taxis across Africa, and Talk Talk reflects the programs focus on two-way 'Conversations With Communities'. The project works collaboratively with displaced communities, the UN agencies and other INGOs working on the ground.

The BBTT-HIS is made by Community Correspondents recruited, trained and mentored from the displaced communities themselves, by skilled Humanitarian Journalism Trainers. This ensures that the language of vital humanitarian information is effectively communicated, and that the content is accurate and relevant. Information Officers also recruited from the displaced community not only monitor the quality of the output as measured by the audience of the displaced population, but they also keep their eyes and ears to the ground to ensure a wide spectrum of community voices influence new upcoming program content.

BBTT-HIS Community Correspondents work like Citizen Journalists; they create engaging content by gathering voices, questions and concerns from the community about the humanitarian aid response – turning them into features and stories. BBTT-HIS also works in close partnership with the International Non Governmental Organization (INGOs) and UN agencies in each site to deliver an effective and powerful platform for social awareness raising and “behavior change” communications for health, WASH, nutrition and protection related issues.

The community almost immediately trusted BBTT-HIS for its fairness, independence and impartiality. BBTT-HIS acted as an effective “third-party” accountability tool across all UN Clusters. Moreover, it crucially acts as de facto “mediator” in the sites, dispelling rumors and reducing tensions that regularly arise. The BBTT-HIS has proven to be a powerful Communications With Communities (CWC), Accountability to Affected Populations (AAP) and Camp Coordination and Camp Management (CCCM) tool – reaching parts of displacement sites that other communications tools have struggled to reach as effectively. Crucially the project has supported better impact and strengthened the effectiveness of the delivery of humanitarian aid.



A BBTT correspondent in Bentiu holds a discussion with a group of women for a program on women's issues in the POC.

► Adaptive Programming

From day one, the BBTT project has continually adapted to changes in context and evolving partner and community needs. The team has faced no shortage of challenges—including a significant amount of resistance from humanitarian organizations in the beginning—but by sticking to a flexible and iterative approach, BBTT has become a trusted and reliable partner for both humanitarians and the community within the PoCs.

The following section summarizes a few of the key challenges faced by the BBTT team in Tong Ping and Malakal/Wau Shilluk, alongside the adaptations that were made to address these issues. These linkages are particularly informative for understanding how, and why, BBTT has evolved to its current form.

However, adaptive programming is a continual process. The BBTT team makes it a core principle of the project by constantly collecting feedback from the community, feeding that into ongoing and future programs, holding themselves accountable for following up, and sharing what they learn by collaborating closely with the humanitarian community.

The BBTT team faced no shortage of challenges, including significant resistance and skepticism from the humanitarian community.

“This project (the Internews BBTT) will mobilize the community inside the PoCs – this can be viewed as a risk and a cause for concern... How do we know you will not be gathering news stories and exploiting the community here, and asking agencies difficult questions about their response?”

– UNMISS Public Information Officer

“This project (Internews BBTT) will amplify the voices and concerns of the populations. This will cause more tension in the site. The community’s demands of us will increase. I don’t think BBTT is going to be a good thing here.”

– A camp manager’s concerns before the project started in Tong Ping



Challenges

Suspicion towards Internews and the "media"

Agencies and NGOs have something of a love-hate relationship with the traditional news media. Sometimes they are "suspicious" of it; bad news stories about an aid response or "unmanaged" news stories, even where they highlight the challenges of delivering aid in a complex setting, can risk public perceptions and risk donor funding. Good news stories are important to ensure continued donor support and public perceptions.

As a self-described media development organization, and also because of the Internews name,⁶ some humanitarian organizations raised their eyebrows at the BBTT project, unsure of what it could bring to an already tense context like Tong Ping. The communities themselves inside Tong Ping were highly suspicious of the media and journalists, regarding them as government spies.

Adaptions

Distinguishing BBTT from media

The program had to work hard to gain the trust and acceptance of a range of somewhat skeptical actors. The focus of BBTT remained on "Humanitarian News-You-Can-Use" – and not traditional "hard news" that may have focused on politics or security related issues. To manage sensitivity and misperceptions, the BBTT project separated itself from other Internews traditional journalism projects, such as the locally based Eye Radio. The project created its own name and logo, branding jackets, IDs, equipment and the office as BBTT and not as Internews. The privileged access to Cluster Meetings and forums was respected throughout, and specific details were never shared. There was a "firewall" of silence between BBTT staff and other media outlets to protect the fledgling BBTT project.

The project also made a strategic decision to change technical terms that could be confused with traditional media. For example, the Community Correspondents recruited by the project were essentially citizen journalists or trainee journalists. Their primary role was to be a vehicle for the voices of the most marginalized in the displaced community. However, due to the negative perception of journalists by agencies, NGOs and UNMISS, a decision was made that the softer title of "Community Correspondents" would be more appropriate.

The soft approach to the start of the project even included having nominated NGOs read full program scripts prior to recording as a part of the Editorial process. This gave NGOs a chance to sign off on potentially controversial subject areas during times of conflict in the site.

Taking a soft approach was critical to achieving the longer-term goal of accountability and the wider Internews and CwC acceptance. Humanitarian agencies who had been skeptical and nervous about the project quickly saw the benefit of answering questions directly and reaching an audience that they previously did not have access to through their existing communications channels.

⁶ Internally Internews has had a number of discussions about its name and how it can be easily misconstrued as a traditional media or journalism organization. This poses challenges in complex settings such as South Sudan where increasingly stringent media restrictions limit the movement and reporting by journalists.

Challenges

Multiple tribes, languages, and dialects

In South Sudan there are a multitude of tribes and sub-tribes – each with their own dialect. Choosing a programming language is a political choice. Furthermore, ensuring the words the HIS service used were colloquial and understood by local communities was critical, especially when discussing difficult subjects like women's and children's safety and security in the site, or when sharing information about health.

In Tong Ping, the PoC community was Nuer, which made the language selection less complicated. However, there was great diversity in the PoC community, with multiple Nuer sub tribes and their linguistic differences.

In Malakal, the situation in the PoC was more complex with three different tribes displaced to the site: Nuer, Dinka and Shilluk. The broadcasting language had to speak to all groups, without privileging one over another.

Adaptions

Speaking the right language

In both PoCs, BBTT staff conducted basic monitoring to ensure that the language of the programs was accessible to a wide ranging, local, and ethnically diverse audience.

For example, in the Tong Ping site in Juba, Information Officers undertook some basic monitoring to see if everyone understood a program on protecting children from malnutrition. Staff discovered that there were four different words in Nuer for "malnutrition." To ensure everyone understood the conversation all four words for malnutrition would need to be used.

In Malakal, colloquial Arabic was chosen as the programming language. Here, BBTT staff realized that "pitching" even verbal language down to basic classical Arabic was critical. Journalism Trainers brought in from Juba spoke "Juba Arabic", while the common language in Upper Nile State was a colloquial version of Classical Arabic. Many of the Community Correspondents recruited to BBTT had studied in Khartoum, Sudan and spoke classical Arabic. Having their voices recorded brought out their most educated language. However a rapid monitoring exercise found that this language was "too high," and so the presenters were trained to "pitch down" their programming language.

The "NGO" speak phenomenon

BBTT found that humanitarians frequently used "NGO speak" – the jargon and language used in NGO forums and cluster meetings – in their communications with PoC communities. This language was incomprehensible to the community, and needed significant translation to be used in community meetings and other communications channels.

Humanizing Communications with Communities

Significant efforts were put into the language of content. Scripts are written for every BBTT episode - taking one-way NGO messages and translating them into ordinary "human speak" to be used as a base for a two-way conversation.

When participating in a program, NGO Staff are offered advice on how to speak slowly if they deliver a message in English, and to simplify their language so that is understood more effectively. Where NGO or UNMISS representatives were interviewed, they were briefed on speaking with the prime target audience in mind. Acronyms were avoided, as well as dehumanizing terminology such as "verification," "head count" or even "IDP".

This was further developed with other strategies where agencies were advised on coordinated communications approaches using multiple channels of communications e.g., BBTT, coupled with outreach workers delivering the same information, posters, t-shirts, local media (when possible), etc.

Challenges

Limited Reach; Need for more dedicated listening

The project initially began with one delivery method: speakers mounted onto quad bikes that moved around the displacement sites to dedicated Listening Stops and played the recording at set times,⁷ including water points and outside public shisha cafes and restaurants.

A monitoring exercise was conducted on the first day of program play to assess the immediate audience reaction - and this monitoring was repeated regularly and continuously. It was apparent that the noise in the site, and the busy lives that people lead (washing, bathing, trading) as well as all the truck deliveries and collections (water, food, waste and sewage), meant that the public broadcasts needed to be concentrated in well-marked and well promoted "Listening Stops" – like a bus stop where people can gather and listen in a more dedicated way.



Adaptions

Expansion to Multiple Broadcasting Methods and Listening Groups

BBTT began delivering programs on SD cards to medical clinic waiting areas⁸ and with market traders, and played on static radios and speakers with USB ports given and managed by the NGO or community themselves. The twice-weekly program was also given to Community Listening Groups formed by Internews.

The Listening Groups consisted of two main groups: the community divided by block (usually around groups of ten people with one person listed as the holder of the radio), and radios given to NGO outreach workers who would also sit and listen to the program in their own time. These three program dissemination methods (public Listening Stops, static sites and Listening Groups) ensured a solid coverage inside the displacement sites.

The quad bike driver was given an easy to complete output form listing where and when he has played the program, and an estimate of how many people were listening nearby, with a space for him to capture any comments he received from listeners. Information Officers (essentially monitoring officers who have their eyes and ears to the ground and capturing the PoCs zeitgeist) also conduct Listening Group Sessions to monitor the quality of the programs, feedback any learning for the team, and evaluate any impact. The feedback from the communities are also regularly shared with NGOs and agencies working in the sites.

⁷ Due to the nature of the project with new staff recruited from the displaced communities, there is often a delay in the times and even at times the days on which new programs are arranged to be played. When there is an absence the community correspondents hear about it from the community who report that they miss it. This provided a source of accountability and a spur to staff to deliver programs on time.

⁸ This included the MSF clinic in Tong Ping and UN House, IOM Clinic in Malakal as well as the nutrition clinics (Infant and Young Child Feeding tents run by IRC in Tong Ping) and the Magna vaccination tent.

Challenges

“Message Fatigue” & Leaning too far to the NGO Agenda

When the project began, it was focused on helping agencies produce more effective communications messages and engaging content. This was important to win the buy-in of agencies. However, over time there was a feeling that the BBTT leaned too far towards the NGO agenda, and needed to be realigned and led by the community’s need for information – which may or may not have included humanitarian information per se. In 2014, UNICEF estimated that one household could be visited up to eight times a week with a different person telling family members what was best for them. This resulted in severe “message fatigue” across all PoCs – particularly when the messages were not context specific, and especially when communities felt they were not being listened to by the agencies.

Adaptions

Shift to Community Driven Programming & Community Interests

There was a growing emphasis to ensure communities received the information they actually needed and that their voices were amplified in the weekly programs. This meant information did not always directly relate to the services delivered by agencies. People wanted to discuss all kinds of issues and share other aspects of their lives. People also wanted to be entertained, and Internews created segments that profiled people in the site and reflected more positive empowering stories of how people were overcoming hurdles. In an effort to expand beyond serious news and humanitarian information, BBTT also created programming like singing competitions. Such programs were also a chance to feature multiple voices. Creating a program that is demand-driven or user-driven has been critical to its success.

Clear Editorial Guidelines were created to ensure the project was able to serve the community’s interests in balance with humanitarian actors’ need to share information. Humanitarian “News-You-Can-Use” updates and information from NGOs was coupled with voices from the community. Community voices took the form of “greetings and messages,” jokes and tongue twisters, feature stories, profiles of people in the site, and a two-minute drama written by the correspondents usually related to a health or social message. Ensuring that the conversation on BBTT went beyond the quality of the aid response and captured people’s day to day lives has built a great deal of good will and trust with the community. The conversations have become increasingly community-led, and this is contributing to the sustainability of the BBTT projects in South Sudan.

Ensuring it captured the human element of life inside the PoC has been also important from a psychosocial perspective. When tensions increased in Tong Ping PoC following an attack on aid workers, the framework for the BBTT program content shifted deliberately to include more information and discussion on psychosocial issues as well as an effort to include more young people in discussions. Broadcasting information about psychosocial trauma was initially a challenge, with no staff at any clinics with this specialization.

However, certain topics remained “off limits,” and BBTT remained committed to delivering non-political news (as stated in the Editorial Guidelines). When surveyed, the majority of displaced communities in each of the sites wanted information about the security situation in their home locations and the security situation in the PoCs, which could easily be construed as political and sensitive. In addition, the limited capacity to access reliable information from outside the PoC was also too great of a challenge. Generating information that could be perceived as political would have hindered the community and aid agencies’ acceptance of the project, particularly at the beginning of the emergency when political mobilization of communities was a big fear.⁹

Challenges

Dominance of community leadership

Agencies and NGOs often focused on Community Leadership meetings as a short hand to get information out quickly. However, these are often not representative of the wider community. In South Sudan, these meetings largely did not include women or young people for example. The meetings became less effective at disseminating information and more political over time.



Adaptions

Inclusion of diverse voices

The Internews HIS made a decision to operate in-effect as a parallel leadership meeting - ensuring that the most marginalized people could hear information directly from humanitarian actors and completely unfiltered by the community leadership. It also gave voice to men, women, youth and children who were not involved in the leadership committees to have their say on critical issues.

The initial focus of the programming was on discussions about Health and Protection issues for women and children in particular. However, as tensions and frustrations grew the voices of Youth who were largely excluded by many actors in the site were included.

Community Leaders were regularly interviewed, especially because they still held sway and power on issues such as promoting peace and reconciliation in the sites. However, the main voices included in the HIS were of ordinary people who reflected a wide spectrum of opinions.

Roundtable discussions

BBTT has held regular round table discussions with the community and NGO staff to not only answer questions but to also discuss subjects in depth. This included social issues such as a growing number of elderly people abandoned by relatives at health clinics, as well as discussions about registration and distributions. UNMISS too were regular contributors to the program, and Internews facilitated debates and discussions directly between community members and UNMISS-RRP representatives on what were often controversial issues such as relocation of communities.

⁹ The conflict in South Sudan has taken on an ethnic overtone with two political leaders from two major powerful tribes divided and fighting for power. Information is power for those who have it and there was a risk that BBTT-HIS could be seen or indeed used as a tool to mobilize the Nuer ethnic group in the Juba POCs politically without stringent Editorial guidelines and principles.

Challenges

Enabling Adaptive Programming

Monitoring and evaluation can at times feel like it's meant more for the donor than the community. Often, the data doesn't feed real-time learning and adapting of the program.

The BBTT team wanted to integrate feedback loops as a key component of M&E and accountability measures, ensuring that the project practiced what it preached in terms of listening, understanding and responding to a wide spectrum of the community. They also wanted to ensure that M&E would directly inform ongoing and future programming.



Adaptions

Shift to Community Driven Programming & Community Interests

Creating engaging, relevant content is only possible if the community has opportunities to deliver this feedback and affect ongoing and future stories.

The BBTT Information Officers are key to the process, not only running quality checks on the output, but also to making sure the programs capture the zeitgeist of a community. They accompany the drivers on the bikes with the speakers to the Listening Stops around the IDP camp and gather feedback while the new programs are played to static sites and in community gathering places like markets. As they make their rounds and run the listening groups, IOs will check in on any new topics that are being discussed by the community and they bring those topics back to be fed into BBTT team Editorial Meetings. IO staff can also be rotated to attend the NGO and community meetings as required.

Output monitoring forms can be developed for IOs/ drivers who log the time, date and number of listeners at each stop. This is invaluable as an internal quality check and also very useful for reporting purposes. Information Officers can also be given simple quality check forms to use in their monitoring and information gathering exercises, and report back on comments, questions or feedback on the programs.



BBT Information Officers are key to the process, as they move around all the listening stops, static sites, listening groups and the IDP camp gathering feedback.

► Research/Evidence/Impact

“People are not used to saying what they think in South Sudan. There is a culture of accepting things the way they are. In the PoC I have seen this change. People have an opinion now where otherwise they did not, and they want to share this through BBTT.”

– Paul Tong, BBTT Program Producer in Tong Ping and UN House, Juba

In order to measure the impact of BBTT, Internews contracted Forcier Consulting to conduct multiple in-depth assessments at each project site. Surveys are typically conducted prior to or at the beginning of an HIS launch and are followed up a few months later to gauge the effectiveness of programming. In particular, these waves of quantitative surveying among the target population assess to what extent the HIS is reaching the most possible listeners, with the most critical and relevant information, through the most effective and trustworthy means. Surveys pay special attention to languages, access to media, interactions with aid providers or community leaders, and trusted sources of decision-making information. All of the research is shared with the project teams and humanitarians, to refine program interventions and to help work towards meeting the community’s information needs.

The following are highlights from the quantitative research conducted by Forcier in Tong Ping and Malakal. The reports consistently demonstrate how providing information to Internally Displaced Persons (IDPs) in South Sudan can dramatically increase health, safety and well-being and make a positive impact on their lives in the midst of an ongoing crisis or conflict.

► Tong Ping

In February 2014, Internews worked with Forcier Consulting to conduct a **baseline survey** of **612 respondents from the Tong Ping** site to identify information needs, sources, and preferences to help guide our intervention strategies. In April 2014 Internews teamed up with Forcier Consulting again in order to conduct a **second wave** of data collection and assess the impact of BBTT while working towards a deeper understanding of general information needs at the Tong Ping site. A total of 402 respondents participated in the April 2014 information needs assessment.

SECTION C – COMMUNICATION CHANNELS & SOURCES OF INFORMATION	
“I would like to ask you about where you get information from”	
C01	<p>Since the disaster [amend according to context], what are your main ways of finding information here? DO NOT READ OUT. PROMPT IF NECESSARY. [MARK MULTIPLE RESPONSES]</p> <p><input type="checkbox"/> Television₍₁₎ <input type="checkbox"/> Radio₍₂₎ <input type="checkbox"/> Newspapers₍₃₎ <input type="checkbox"/> Magazines₍₄₎ <input type="checkbox"/> Twitter₍₅₎ <input type="checkbox"/> Facebook₍₆₎</p> <p><input type="checkbox"/> Internet – other (WRITE IN) _____₍₇₎ <input type="checkbox"/> Email₍₈₎ <input type="checkbox"/> Mobile phone call₍₉₎</p> <p><input type="checkbox"/> Mobile phone SMS₍₁₀₎ <input type="checkbox"/> Billboards₍₁₁₎ <input type="checkbox"/> Posters₍₁₂₎ <input type="checkbox"/> Leaflets₍₁₃₎ <input type="checkbox"/> Loudspeakers/megaphone announcements₍₁₄₎</p> <p><input type="checkbox"/> Community events₍₁₅₎ <input type="checkbox"/> From another person – friends/family₍₁₆₎ <input type="checkbox"/> From another person – community leader₍₁₇₎</p> <p><input type="checkbox"/> From another person – religious leader₍₁₈₎ <input type="checkbox"/> From another person – government official₍₁₉₎</p> <p><input type="checkbox"/> From another person – army/police₍₂₀₎ <input type="checkbox"/> From another person – aid worker₍₂₁₎</p> <p><input type="checkbox"/> Other (WRITE IN) _____₍₂₂₎ <input type="checkbox"/> Don’t know₍₉₈₎ <input type="checkbox"/> Refused₍₉₉₎</p>
C02	<p>What were your main ways of finding information before the disaster? DO NOT READ OUT. PROMPT IF NECESSARY. [MARK MULTIPLE RESPONSES]</p> <p><input type="checkbox"/> Television₍₁₎ <input type="checkbox"/> Radio₍₂₎ <input type="checkbox"/> Newspapers₍₃₎ <input type="checkbox"/> Magazines₍₄₎ <input type="checkbox"/> Twitter₍₅₎ <input type="checkbox"/> Facebook₍₆₎</p> <p><input type="checkbox"/> Internet – other (WRITE IN) _____₍₇₎ <input type="checkbox"/> Email₍₈₎ <input type="checkbox"/> Mobile phone call₍₉₎</p> <p><input type="checkbox"/> Mobile phone SMS₍₁₀₎ <input type="checkbox"/> Billboards₍₁₁₎ <input type="checkbox"/> Posters₍₁₂₎ <input type="checkbox"/> Leaflets₍₁₃₎ <input type="checkbox"/> Loudspeakers/megaphone announcements₍₁₄₎</p> <p><input type="checkbox"/> Community events₍₁₅₎ <input type="checkbox"/> From another person – friends/family₍₁₆₎ <input type="checkbox"/> From another person – community leader₍₁₇₎</p> <p><input type="checkbox"/> From another person – religious leader₍₁₈₎ <input type="checkbox"/> From another person – government official₍₁₉₎</p> <p><input type="checkbox"/> From another person – army/police₍₂₀₎ <input type="checkbox"/> From another person – aid worker₍₂₁₎</p> <p><input type="checkbox"/> Other (WRITE IN) _____₍₂₂₎ <input type="checkbox"/> Don’t know₍₉₈₎ <input type="checkbox"/> Refused₍₉₉₎</p>

In order to understand what information people needed, as well as the efficacy of the BBTT project, Internews South Sudan partnered with Forcier Consulting to conduct 13 research studies in 8 locations, totaling 6,836 respondents across the country.

The results were extremely encouraging as community members in overwhelming numbers stated that they were listening frequently, and that they found the program both relevant and trustworthy. Nearly all (95.8%) survey respondents had heard of BBTT and of these almost two thirds (62.1%) listened to the program frequently. The majority of frequent listeners identified BBTT programming as very interesting (85.4%), very helpful (81.6%), and very relevant (78.7%). In addition, almost three quarters of frequent listeners (70.7%) reported having a great deal of trust in the information they received from BBTT.

BBTT had also made a positive impact in terms of changing people's behavior. Overall, the majority of BBTT listeners (94.1%) reported changing their behavior with some degree of frequency as a result of the BBTT program. These positive changes carried over into the specific areas of health promotion and female security, where BBTT listeners reported being significantly more informed and demonstrated positive changes in behaviour. For example, female respondents who were frequent BBTT listeners reported feeling better informed (42.1%) about protecting themselves while away from the compound than occasional listeners (17.6%). Similarly, female respondents who were frequent BBTT listeners reported feeling better informed (62.0%) about where to receive medical treatment if attacked than occasional BBTT listeners (54.4%).

BBTT made a positive impact in terms of meeting people's information needs at the Tong Ping site.

Frequent BBTT listeners were more likely (41%) to report having all the information they needed as opposed to respondents who never listened to BBTT (22%).

► Malakal PoC

In August 2014, Internews and Forcier Consulting conducted a **baseline assessment** at Malakal PoC in Upper Nile State just as BBTT project was starting. It aimed to inform Internews on the nature and content for BBTT, and assess people's need for, and access to, information in a context where radio and other communication channels are highly limited. In total, 564 observations were collected inside the Malakal PoC site.

The survey showed that knowledge was weak among Malakal IDPs about where to take their information requests. Fewer than 3 in 10 (29%) said they knew where to go if they had questions on the PoC or its services. Only a third (36%) said they had "all" the information they need, while just under half (48%) said they only had "some" or "none." In addition, informational content that respondents wanted most included a mixture of local issues regarding the Malakal site. However they were almost as keen to keep abreast of the situation at their real homes as well.

Since the BBTT had just launched at the time of survey, visits to the BBTT tent had been undertaken by only 10% of those surveyed had visited, while 76% said they had never visited.

Despite the relatively low base (10%) of respondents visiting the BBTT tent, they strongly appreciated its services: Over two-thirds (68%) said they found their most recent conversation there "very helpful." The BBTT content was also strongly trusted as an information source: 75% of weekly listeners said they trusted it 'a great deal' while only 7% said 'not at all'.

In January 2015, Internews and Forcier Consulting conducted a **second wave** follow-up study to ascertain the impact and benefit BBTT has provided individuals in the Malakal PoC site. In total, 612 observations were collected among the IDPs at Malakal PoC during Wave 2.

Six months after BBTT programming began, awareness and listenership rates increased.

In Wave 1, which was conducted just six weeks after BBTT was launched, only one-fifth (20%) of IDPs were aware of the program with 75% of those aware stating that they listen to the program at least once a week. By Wave 2, over half (56%) were aware of the program, and weekly listenership increased to 85%.

The data showed that six months after BBTT programming began, awareness and listenership rates increased: In Wave 1, which was conducted just six weeks after BBTT was launched, only one-fifth (20%) of IDPs were aware of the program with 75% of those aware stating that they listen to the program at least once a week. By Wave 2, over half (56%) were aware of the program, and weekly listenership increased to 85%.

Loudspeaker and BBTT cited as among main sources for decision-making information by IDPs in Malakal: Radio (55%) and loudspeakers (39%) are the most popular and most trusted sources of information for IDPs, with BBTT (36%) following as most popular and trusted source. As the BBTT program is played on big speakers (and 57% of respondents classify BBTT as a "loudspeaker"), it is likely that some respondents have cited loudspeakers as a source but meant to refer more specifically to BBTT.

Links to Research

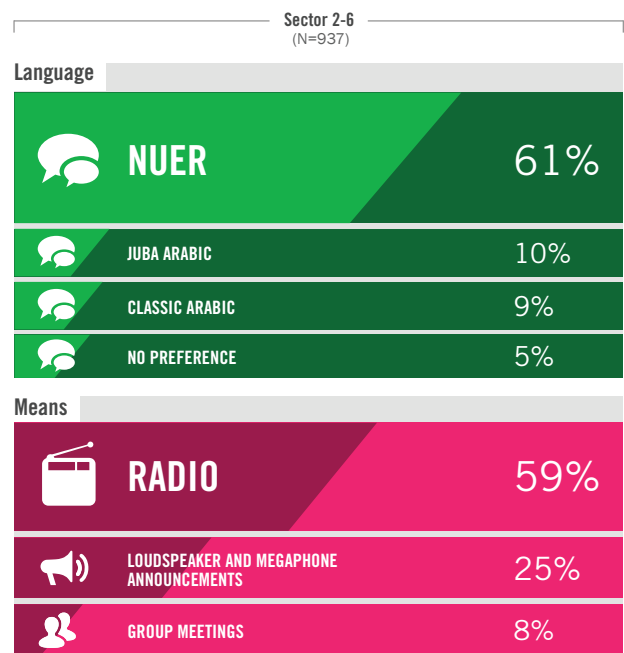
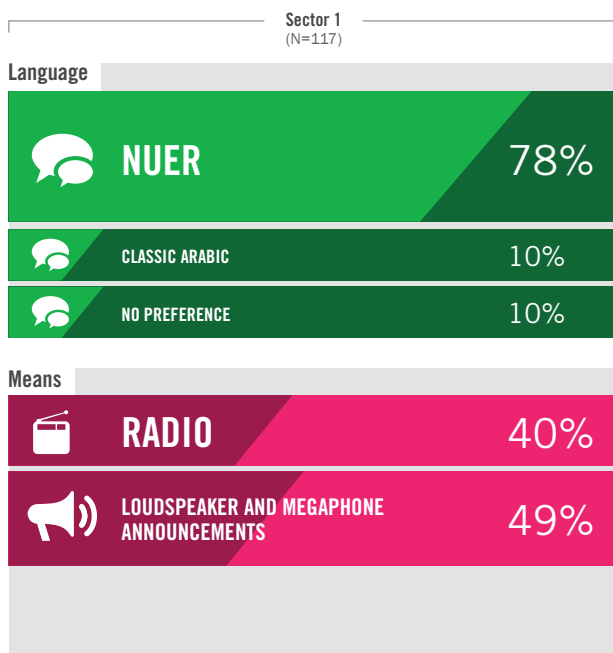
- "Information in the Midst of a Crisis: Addressing the Information Needs of Internally displaced Persons at the Tong Ping Protection of Civilians Site, Juba, South Sudan," (July 2014).
<http://internews.org/research-publications/information-midst-crisis>
- Malakal Baseline Assessment (August 2014)
http://internews.org/sites/default/files/resources/Internews_Malakal_Baseline_August2014.pdf
- Malakal Wave 2 Assessment (January 2015)
http://internews.org/sites/default/files/resources/Internews_malakal_btt_assessment_wave2.pdf

Bentiu UN Protection of Civilians (PoC) site - Unity State, South Sudan

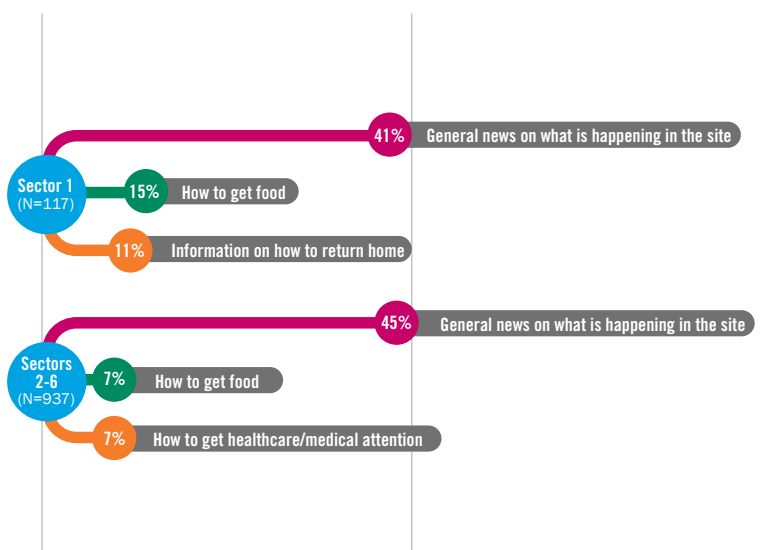
Information Needs Baseline: September 2015

What is known about the information needs of the community in the Bentiu PoC site?

What is the best way for you to receive information?



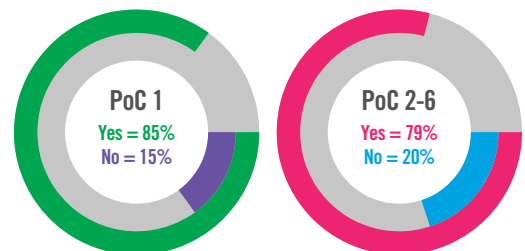
What kind of information is most important for you to find out?



Most IDPs seek general news in the site and a large number have only some of the information they need to make good decisions. A relatively small proportion of IDPs say they are living with 'none' of the information they need to make good decisions, at 5% within Sector 1 and 11% within Sectors 2-6. However, 45% of IDPs in Sector 1 and 20% of IDPs in Sectors 2-6 say they have only some of the information they need to make good decisions. In all sites, IDPs are most interested to find out about general news and information about the site.

Even if not all IDPs have all the information they need, most know where they can get their questions answered. 85% of IDPs in Sector 1 and 79% of IDPs in Sectors 2-6 say they know where to go if they have a question on the PoC or services provided.

Do you know where to go if you have a question on the PoC or services provided?



Important information is typically shared and discussed among IDPs. The majority of those who know their most important information topics talk about these issues with others at the PoC site. 95% of those in Sector 1 and 88% of those in Sectors 2-6 speak with others about these issues at least once a week.

► Examples of Key Achievements

The BBTT service has been effective in not only supporting communities to have more voice, give people the information to make informed choices about their own lives, but also in reducing tensions in the PoCs. A number of examples demonstrate the effectiveness of the project.

From a Registration and Verification Exercise to “Get Counted, Get Registered, Claim your Right to Food”

Communications about when, where and who is entitled to registrations for aid is a contentious issue globally; agencies do not want to encourage people who are not eligible or vulnerable to register for services and food. The IOM-WFP food registration and ‘verification’ exercise is one example where a lack of targeted information resulted in tension and violence.

Exacerbated by new and complicated systems and procedures, and by a difficulty in listening to communities concerns and requests, the food registration resulted in serious clashes in Tong Ping between key elements of the community and aid workers. Staff were bundled into vehicles and rocks thrown at the cars. After the situation calmed down the new procedure was again communicated at a community leaders meeting with aid workers explaining the next steps. This process remained incredibly complex: people did not understand why registration had to be combined with ‘verification’ – meaning mothers with children would have to stand in line under extreme heat for up to 5 hours.

Following the mass mob violence at the first verification, Internews offered to support agencies in discussing the issue directly with communities. First communities were asked to voice their concerns and those were used as a guideline to develop a jingle and public service announcement, which dropped the NGO word ‘verification’ and linked the process to supporting the communities’ entitlement to be counted and claim their right to food. This was coupled with a series of Interviews with agency staff who were asked to explain the process step by step and to answers to the concerns of the communities collected by Internews previously.

The BBTT programs in UN House PoC (Juba) were played at the registration and distribution site – special programs with details of the process were regularly produced with more music to help pass away the time and ease any unrest. Camp Management and protection staff would regularly invite the team to attend the process.

More recently, WFP in the UN House PoC (Juba) wanted to roll out food vouchers, which led to a standoff between agency staff, and the community. Communities living in Juba did not want to receive the vouchers fearing that the traders would skim off grain or provide inferior quality. The community refused to accept them. BBTT worked to build a bridge on the issue and agencies listened to concerns from the communities and answered them directly.

Similarly concerns from the community about a lack of water and latrines have resulted in improved infrastructure and services – strengthening not only CwC but accountability to people living in the camps.

Cholera Awareness Campaign

In Malakal, Internews worked as technical advisors to the CCCM Cluster offering CwC advice on the Cholera campaign, liaising also with the WASH cluster to develop a communications information campaign to prevent the spread of a cholera outbreak that occurred in July/August 2014.

Internews was in the process of setting up its project in Malakal when there was a cholera breakout in neighboring Wau Shilluk area. Internews was able to work quickly with the newly recruited team to produce a pre-prepared script - that had recently been generated for the Juba cholera response - that included engaging content with Q&A's, music and drama. This was put on USB sticks and given to MSF outreach health workers to play on megaphones and speakers in Wau Shilluk. The program was also given to market traders in Wau Shilluk who played the content on their speakers. The program was further played at key points in Malakal PoC, and given to agencies working in Kodok and Malakal town (ICRC, MSF and Care).

This was followed up with community meetings to better understand their blockages and hurdles to better health and hygiene. The challenges were immense with families knee deep in mud in a PoC that was a swamp. Through interviews Internews found that outreach workers had a wealth of knowledge about household level challenges in hygiene practices – but they had nowhere to deposit this information. Instead staff would repeatedly visit shelter to shelter and tell people to wash their hands with soap.

Internews advised the WASH cluster to hold not only briefings in the morning for outreach staff about what message to 'give', but also to hold de-brief meetings at the end of the day to better capture and understand what information outreach staff were hearing from a wide representation of the community.

Internews developed a CwC awareness campaign that engaged communities using multiple communication channels and included programs with two competitions to inspire people to healthier practices – Mother of the Month, and the Healthy Tukul. Those two programs recognized the need to identify and promote positive role models in the site (positive deviants). The conversations held with communities recognized that families were surviving and living in highly challenging environments and were finding their own solutions to overcoming difficulties. Taking best practice from social marketing campaign such as the 'No Smoking' campaigns of recent years in the UK and Europe, Internews designed a campaign that engaged people in a conversation. The target audience was identified as mothers who had the power to make small changes that would make a big difference and act as role models for their peers.

A BBTT Tool Kit including cholera awareness programs, speakers, USBs, and marketing material were developed to roll out the campaign through partners across Upper Nile state.

The cholera outbreak and response however highlighted that people in neighboring Wau Shilluk were hugely under served. While programs recorded on a USB stick were effective in delivering information - the process was slower than the direct involvement of reporters on the ground who had easy access to communities and live radio.

This led the impetus to erect an emergency radio station with a 25 km reach. Internews had erected a similar station in Mingkaman on the humanitarian hub. A station was erected in February 2015 with effective reach to Wau Shilluk and neighboring sites.



The BBTT project was born in Tong Ping, and began by creating invaluable linkages and partnerships with other agencies and community groups. Here, the IRC mothers' breastfeeding tent hosted a small group listening radio, which played the BBTT program for visitors to the tent.

► Advice & Recommendations

Enabling Factors

There have been a number of critical enabling factors involved in South Sudan that created ripe ground for the BBTT and the development of an Internews CwC approach to flourish: the flexibility in the original Rapid Response Funds which were a part of the Internews overall award from USAID, as well as further funding to Internews from CERF and CHF;¹⁰ the invaluable partnerships created locally with CCCM,¹¹ Protection and WASH Clusters in particular and their NGO partners on the ground; and the speed and level of trust and acceptance of a vast spectrum of affected communities for the practical operations on the ground. In addition the timing of the CwC conversation globally has been useful with more agencies understanding the great need for better CwC, accountability and transparency. However it is fair to say that few agencies understood what good CwC and AAP actually meant as translated in the field, and unfortunately there has more often been a “tick-box approach” to good community engagement.

The senior leadership in Internews and Internews South Sudan had a clear vision of the aims of the project, and staff were on the same page in terms of the overall strategy, due to the long history of Internews' engagement with communities in emergencies. This involved supporting NGOs and agencies to deliver their information more effectively to reach people they were otherwise not reaching; and a growing emphasis on a community led-CwC approach that balanced and bridged the needs of the aid givers with a wide spectrum of voices from the affected community.

¹⁰ The Boda Boda Talk Talk project was rolled out with the support of the CERF and CHF funds from the CCCM Cluster to UN House POC, POC 3 in Juba, as well as the Malakal POC in Upper Nile State.

¹¹ This includes strong support and partnerships with IOM, ACTED, DRC and NP as well as with agencies operating outside of CCCM like ICRC, South Sudan Red Cross and MSF.

Challenges

The experience of BBTT in these two sites revealed a range of operational, technical and implementation challenges. These are described in this section in order to inform the future design and implementation of BBTT programs or similar hyperlocal humanitarian information services.

It is worth noting that one of the main issues that will continue to exist in the backdrop of BBTT programs, or similar humanitarian information services, is acceptance and appreciation of the CwC approach. While Internews has conducted extensive research documenting the ability of BBTT programs to measurably improve the humanitarian response while supporting the well-being of IDPs within the PoCs, many of these challenges demonstrate the uphill nature of institutionalizing a Communication with Communities project like BBTT.

Operational Access. Gaining access to PoCs and communities who need information remains a challenge, due to political volatility as well as logistical constraints. Vast swathes of the country remain in an information blackout. Additionally, the media space is shrinking due to intimidation and detention of journalists, as well as editorial restrictions and self-censorship in a difficult political environment.

Ownership by Humanitarian Agencies. Internews is having a wider debate about agencies' role in assuming ownership and responsibility for CwC tools such as the BBTT, or their own CwC and AAP methodologies. While accountability and feedback is a stated priority for humanitarians, it needs to be given resources and staff who hold the skills, mindset, and conviction that it is important.

Although Internews remains one of the most experienced in this area, larger agencies can and should begin to integrate CwC principles and practices directly into their work. This would ensure accountability and CwC is housed closer to project implementation. Strengthening global advocacy efforts within key Clusters about the power of CwC tools like BBTT is a critical way to achieve this goal.



Gaining access to PoCs and communities who need information remains a challenge, due to political volatility as well as logistical constraints. In Upper Nile, many communities can only be reached by boat, often along very insecure waterways.

Community Re-Integration. As BBTT largely serves marginalized communities inside the PoCs, there has been a concern that the project adds to the exclusion and “ghettoization” of communities by further separating them from the wider community living outside the sites. Communities in the PoCs have been very protective of themselves and the information produced by the project, and BBTT is trusted because it does not share information with the outside world. However, these IDPs within the PoCs are citizens of South Sudan, and taking them on a journey to share information and build trust with the outside world is a critical foundation for peace and reintegration.

Misperceptions of CwC as Messaging or Public Information. The mindset of some agencies remains one of the biggest obstacles to a successful CwC project. Attending any NGO or agency meeting can highlight how many agencies perceive communicating with communities as a public information activity or “messages we want to give.” Agencies sometimes tend to be structurally geared towards “accountability to the donor,” not towards accountability to the community or the end user. Few agencies understand what CwC and AAP actually means when translated in the field, often engaging in a “tick-box approach” when it comes to conducting community engagement activities.¹² Staff are fearful of saying the wrong thing, and regularly refer BBTT correspondents to their “Juba office” to comment on issues or engage in a local debate or conversation. This can be addressed at the Cluster level; everyone could then gain a clear idea of the service and its potential, and furthermore, senior leadership could begin to understand the difference between “Public Information” and CwC.

Internews is developing CwC training tools, and has already run a series of training exercises for aid workers. Yet too many of these sessions were attended by outreach workers - not senior managers – suggesting that CwC is seen as a public information activity rather than a fundamental component of humanitarian response. In order to improve upon past efforts, Internews engaged a dedicated CwC advisor to design and deliver further tools, particularly for UNMISS, humanitarian agencies and community leaders.

Acceptance of CwC as a way to increase impact. As the experience of BBTT shows, communications and information exchange are a vital part of any response, ensuring not only engagement but also greater impact. Without understanding the importance of strengthening CwC, aid agency staff cannot fully appreciate the link between community voices and “impact” or “aid effectiveness.” Aid effectiveness is still too often considered the reserve of managers and not the community. This is demonstrated with statements like “Internews can just do it for us” or indeed the opposite, where an agency that specializes in CwC is not brought in early enough to participate in strategic conversations and planning for issues that are likely to be contentious for communities.

¹² Field staff sometimes think CwC is just about sharing their messages. NGO coordination meetings tend to focus on messages that need to be disseminated. Sometimes, staff and agencies seek to fulfill their CwC/AAP objectives by meeting poor indicators like “X number of people have been reached by GBV messages.” Genuine conversation (involving dialogue and listening) is rarely appreciated or measured as part of an emergency response.



WATER, HYGIENE AND SANITATION (WASH)



The BTT team works to help partners integrate CwC into their own programming – and to help learn how CwC is more than “messaging we want to give.”

About Internews

Internews is an international non-profit 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.

Internews provides communities the resources to produce local news and information with integrity and independence. With global expertise and reach, Internews trains both media professionals and citizen journalists, introduces innovative media solutions, increases coverage of vital issues and helps establish policies needed for open access to information.

Internews operates internationally, with administrative centers in California, Washington DC, and London, as well as regional hubs in Bangkok and Nairobi. Formed in 1982, Internews has worked in more than 90 countries, and currently has offices in Africa, Asia, Europe, the Middle East, Latin America and North America.

Internews Network is registered as a 501(c)3 organization in California, EIN 94-302-7961. Internews Europe is registered in England and Wales as a Charity no. 1148404 and Company no. 7891107. Internews Network and Internews Europe operate cooperatively with independent boards of directors.

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