Activity factsheet 4 - Public information

What is it?

Public Information aims to address a wide audience with life-saving messages on arms threats through mass media such as TV, radio, social media, magazines, newspapers and phones (SMS campaign). It is one of the ways to implement your Information Education Communication (IEC) planning by tailoring safety messages to maximize their impact. Here are some examples:

- In case of bombing/shelling: quick and massive distribution of awareness materials (leaflets, flyers, stickers);
- In case of mass IDP/refugees displacement: set up billboards in strategic places;
- In case of sporadic attacks with specific explosive remnants (cluster munitions, IEDs): emergency SMS campaign with short life-saving messages;
- Others: spreading awareness to specific at-risk groups (age groups, risk takers): using social media, radio spots, broadcasting of TV spots.

Targets

General public, all affected population (threatened by arms), specific at-risk groups (age groups, IDPs, refugees, risks takers...).

What for?

Public Information is developed to quickly reach a wide audience by using mass media, either to reach inaccessible areas or to strengthen Risk Education activities.

How?

The messages and media should already be identified in your IEC planning.

➔ See Activity factsheet 3: IEC planning

A quick study of successful previous mass media campaigns (famous comic books, characters, and advertising campaigns in the country, etc.) as well as currently available and accessible media (in case phone network is interrupted for instance) will help define the best methods and choose the media. Selection of service providers must be done according to logistic procedures. Depending on the timeframe and contexts, involve relevant and key
stakeholders (beneficiaries, users, designers, authorities) to design and develop your public campaign with a participatory approach and make sure to follow validation process.

➡️ See Tool 7: Public information package

⚠️ Lesson learned

Projects’ teams have often rushed through this activity and failed: both quality and quantity of material produced is not appropriate, not approved by the competent authority, etc.

Remember to provide community focal points, HI partners and authorities with a contingency stock to react quickly in case of emergency. Always keep in mind all logistic and financial aspects to stay in line with allocated budget – but do include enough financial provision in project proposals for IEC material production!

<table>
<thead>
<tr>
<th>Process</th>
<th>Required documents</th>
<th>Validation</th>
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| Based on IEC planning, design and produce appropriate public information materials | • IEC material production workshop’s report (including field tests results)  
• Public Information produced material/prototype | **Internal**: Technical Advisors assess participatory approach process, quality of workshops’ outputs and final material example/prototype |

➡️ See Tool 6: IEC material production package

Monitoring, Evaluation, Accountability and Learning references

➡️ See Tool 2: Project indicators package
➡️ See Transversal factsheet 1 - Quality management
➡️ See Transversal factsheet 2 - Information management

Tips

| Remote activity | Involve partners and affected communities in workshops to design appropriate Public Information materials and field test it!  
Use appropriate media such as Skype, WhatsApp, etc.  
Plan a contingency stock of materials for partners or Community Focal Points (CFP) working in remote settings. |

Extracted from: Implementing Armed Violence Prevention activities in emergency and open conflict contexts, HI, 2017
**Synergies**

<table>
<thead>
<tr>
<th>Victim Assistance (VA):</th>
<th>Public Information materials should be disability inclusive: liaise with Inclusive Education and Psychosocial support (PSS) teams.</th>
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<tbody>
<tr>
<td>Basic needs:</td>
<td>Public Information products can be set up or distributed on NFI/food distribution sites (in IDPs/refugees camps, public places). Safety messages can be printed on distribution bags or materials (buckets, shelters sheets, etc.).</td>
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<tr>
<td>Explosive ordnance disposal (EOD):</td>
<td>Liaise with EOD team to get accurate pictures and information regarding mines, ERW, IEDs and SALW existing threats.</td>
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<tr>
<td>Advocacy:</td>
<td>Share testimony production with advocacy.</td>
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⇒ **See Tool 10: Testimony package**

**Inclusion**

| Make sure the messages do not convey stereotypes or discrimination. |
| Try as much as possible to let the voice of affected people be heard. |
| Think of accessible and alternative formats of communication (gender, age, literacy, language and disability-sensitive). |