

CCCM Cluster Yemen

Communications Strategy 2021

Jun 2021

The strategy outlined below has been developed based on the CCCM Cluster Strategy 2021, in consultation with the CCCM Cluster SAG, and reflects the current state and challenges related to CCCM interventions in Yemen for the coming year, and proposed communications modalities to raise awareness on the impact and relevance of the CCCM Cluster activities targeting IDPs living in hosting sites in Yemen.

Objectives

- Raise awareness about the situation of displaced Yemenis in the country
- Increase awareness about the overall humanitarian situation in Yemen, with specific focus and recognition of the Camp Coordination and Camp Management activities
- Increase visibility of the CCCM information products
- Let broader audiences familiarize with the work of CCCM through a simplification of terminology and figures, human interest stories, infographics, and comms products (including social media products)
- Build trust in CCCM work through posts, stories, articles on actions undertaken by cluster partners (immediate response on newly displaced, coordination with other clusters and authorities on life-saving services, working to improve resilience of IDPs living in hosting sites, community participation and mobilization)
- Advocate for the increase of funding to cover the main needs through strategic messaging, public information products and stakeholder's engagement

Outcomes

Through its communications efforts, the Cluster will:

- Target evidence-identified gaps and barriers to cluster partners' operations, including humanitarian access

- Advocate for increased site coverage, partner presence, access and increased coordination
- Advocate with donors and relevant stakeholders for CCCM partners to receive pooled funding and bilateral funding to implement projects that are within the CCCM Cluster strategy and the Yemen Humanitarian Response Plan

Audiences

- Humanitarian and development community operating in Yemen
- Humanitarian and development donors working on the Yemen crisis
- Potential donors and external stakeholders (innovation companies etc.)
- Wider audiences interested in general humanitarian action

Communications challenges

- Lack of partners capacity in covering CCCM activities in the country (only 30% of IDP sites are covered by Cluster partners)
- Limited knowledge of CCCM work, not only among general public but also stakeholders

Nature of CCCM work: as its mandate is to coordinate services delivery, the impact is less visible than other clusters

Communications opportunities

- The added value of CCCM, having a holistic knowledge of conditions of IDPs in sites, it can push on cross sectoral issues that it understands
- SMC teams of CCCM partners (15 organizations) have the advantage of working daily with people hosted in the sites including hard to reach sites. They can collect success and human-interest stories on regular basis
- Communications products published by all CCCM actors in Yemen (Cluster Coordination Team / UNHCR Yemen as Cluster Lead, Cluster partners) are assets that could be echoed on the Global CCCM Cluster, Humanitarian Response / OCHA, UNHCR Global and Arabic social media accounts

- Joint communications products with other relevant stakeholders (other clusters, REACH etc.)
- Public events: Cluster Coordination Team could explore possibilities of attending public events, briefing with donors, sessions at universities, humanitarian actors, speaking about CCCM activities and priorities

Key messages

- More than 1 million IDPs are currently living in 1,700 IDP hosting sites in deplorable conditions
- IDP sites are often unsafe, because of its proximity to active fighting areas, overcrowded, undignified due to the lack of protection assistance, adequate WASH facilities, lack of privacy for families and adequate basic humanitarian services that ensure basic human rights are upheld
- 1 out of 3 hosting sites are at risk of flooding during rainy seasons (April and September)
- 48% of sites are within 5 km of areas of active hostilities
- IDP sites lack services. More than half of the sites are not reached by the humanitarian actors, and 93% lack basic services, such as food distributions, protection services, WASH, education etc., while 83% face critical service gaps
- Majority (87%) of people live in property without any tenancy agreement, and 1 out of 3 sites faces eviction threats
- IDP sites host many high-risk groups, including people with disabilities, elderly, child- and female-headed households, people with chronic and serious diseases, unaccompanied and separated children as well as pregnant and lactating women
- The CCCM main activities include:
 - a) strengthen safe, equal, quality and coordinated access of IDPs to basic services (protection, food, WASH, shelter, health, education, livelihoods);
 - b) improve living conditions through site care and infrastructure maintenance, and upgrade of services

- c) strengthen individual and community resilience through their active participation to decisions and two-way communication, and promote community-based projects
 - Monitoring of services within IDP sites
 - Information management and sharing
- CCCM Cluster is operating in **357 sites** hosting **473,000 IDPs**. Cluster partners received **only 1% of the funding** required for 2021. Without adequate funding, the dire needs of these IDPs will remain unmet.

Activities / products / channels

Activities	Products	Channels
<ul style="list-style-type: none"> - Capacity building training on content collection (stories, photos, video clips) for CCCM partners - Public events (seminars, conferences, university symposiums) - Comms partnerships: REACH/Impact Initiative, Global CCCM Cluster, CCCM Cluster partners, OCHA Yemen, other clusters - Launch of Cluster strategy 	<ul style="list-style-type: none"> - CCCM monthly factsheets - Concept notes for donors - Maps and infographics - Ad-hoc briefing notes - Pieces on camera - Human stories - Features of relevant-innovative projects - Social media posts - Appeals for funding gaps 	<ul style="list-style-type: none"> - CCCM Cluster Operational Data Portal - Global CCCM Cluster website and social media - Cluster partners’ websites and social media - REACH, OCHA Yemen, other clusters’ websites and social media - UNHCR Yemen social media - Personal accounts Cluster Coordination Team