Creating diverse channels for communicating with communities in Area-Based Site Management Responses

ABA Working Group, Global CCCM Cluster
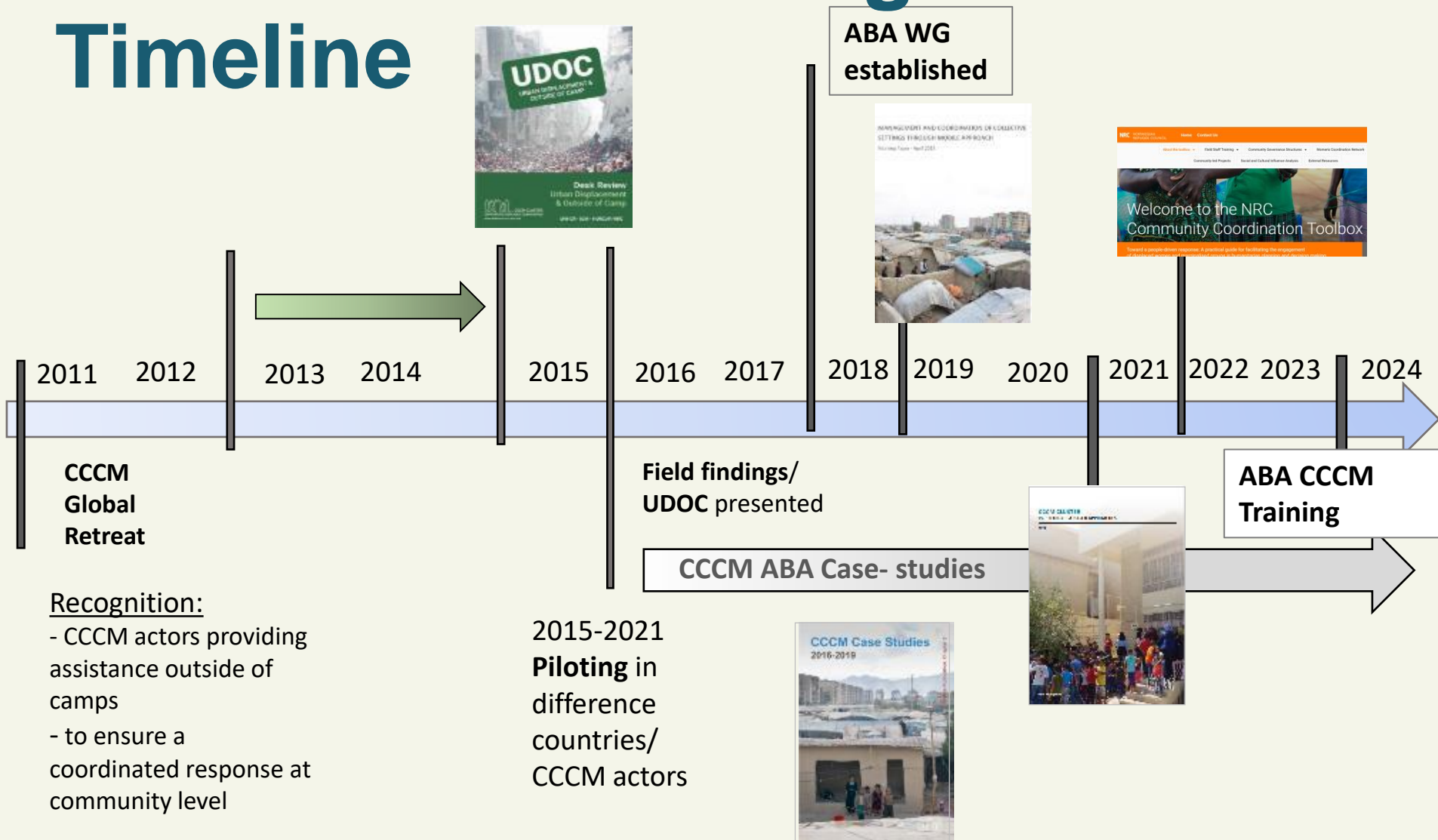
Objectives

- Compare the experiences of two-way information sharing activities in two different contexts, urban areas and scattered sites

- Practice the creation of a strategy for two ways information sharing activities in Area Based Site Management

- List useful operational tools available for adaptation, for strengthening two ways information sharing activities

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The ABA Site Management Timeline

ABA WG established

2011   **2012**   **2013**   **2014**   **2015**   **2016**   **2017**   **2018**   **2019**   **2020**   **2021**   **2022**   **2023**   **2024**

CCCM Global Retreat

Field findings/ UDOC presented

ABA CCCM Training

Recognition:
- CCCM actors providing assistance outside of camps
- to ensure a coordinated response at community level

2015-2021 **Piloting** in difference countries/ CCCM actors

CCCM ABA Case- studies

CCCM Case Studies 2016-2019

CCCM CLUSTER
SUPPORTING DISPLACED COMMUNITIES

Area-Based Approches

"Area-based approaches provide multi-sectoral support and work with multiple stakeholders, considering the whole population living in a specific geographic area with high levels of need"

Settlement Approach Guidance Note, 2020, Urban Settlement Working Group

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The Area Based Site Management Framework

Two Ways Communication in ABA Site Management

- People Need Information like they need other type of assistance…

- …but it can be much harder to spread information in scattered informal sites or in densely populated urban areas

- It is then imperative to diversify the communication channels and build on existing mechanisms for information sharing while considering the wider variety of population needs in the area

Two Ways Communication in ABA Site Management

- Information needs and preferred information sharing channels change based on the contexts and target population groups….

- However, information sharing activities will often focus on communication about who the service providers are, what they do, and how to reach them.

Case Study 1: Scattered Sites

Information Sharing in
CCCM Area-Based Approaches

May, 2024

Global CCCM Area-Based Approach Working Group
Community Engagement Forum

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Case Study 2: Urban Area

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Group Work: Build a Information Sharing Strategy

- Choose the context you want to work in and join your respective group.

- Create a 2 ways communication strategy, following the steps, considering the context and the challenges describe in your case study scenario

- Consider what operational tool you might need for the implementation of your strategy:

  - Do you want to shop and adapt tools from the global shop? Come and check out shop at the tool market
  - Do you have useful tools in your operation that you can offer to your colleagues? Write it on a post it and place it on the shop
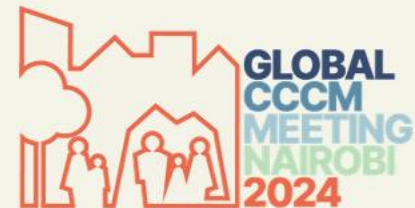
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Case Study Debrief: Scattered Sites

Information Sharing in
CCCM Area-Based Approaches

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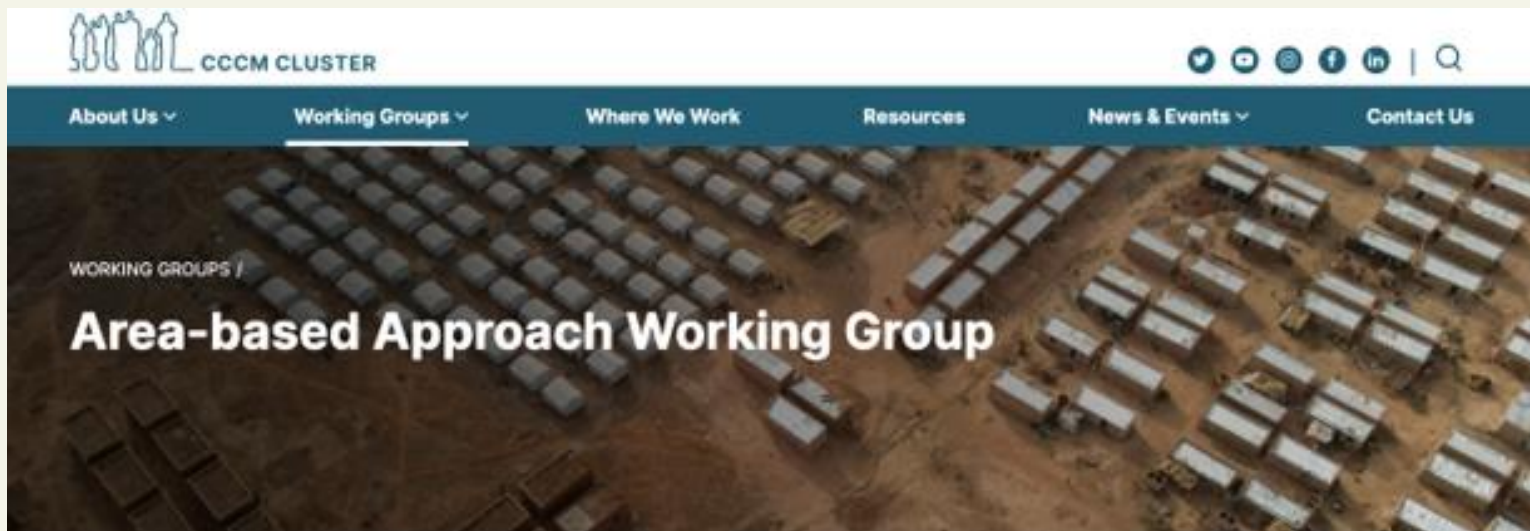
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Key Messages

- Information provision might take different modalities when working in ABA approach. A variety of information communication channels should be employed when sharing information with communities.

- At all times they seek to ensure that information reaches the largest possible numbers of residents within the targeted areas, including those with specific needs

- It is imperative to select communication channels with the involvement of the affected communities

The ABA Working Group

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