

MODULE 2 COMMUNICATING WITH BENEFICIARIES AND COMMUNITIES

PART 5 Communication Assessments

This chapter will explore communication assessments.

When designing an aid project, it is a good idea to include a communication assessment. This considers *how the community* you wish to communicate with usually *receives or sends information*, as well as their levels of *communication literacy*.

When conducting communication assessments, it is important to consider several factors. Such as:

1. Understanding your audience

Intersectional identity dynamics can affect communication assessments. For example, following a natural disaster, few communication tools are still operable. However, it is likely that the more vulnerable groups do not have access to radios or telephones as other groups do. It is therefore part of the “Do No Harm” humanitarian principle that we consider all communications options and fully understand the people who will be using these communication means.

2. Budgeting

Another part of communication assessment is budgeting. You must think of the market prices and expenditures of purchasing different communications tools, their appropriateness, and their durability.

3. Attaining Approvals

Finally, you must also consider the approvals necessary for the usage of particular communication tools for specific goals. For example, you may need government approval if you're sending out warnings about upcoming weather events and natural disasters; alternatively, you may need the approval of the Ministry of Health if you wish to communicate COVID-19-related information to the general public.

To summarise, **when conducting your communications assessment, remember to consider these factors:**

1. Understanding the capabilities, needs, and identities of the community you wish to communicate with
2. Budgeting for communications tools
3. Attaining the approval of necessary parties to communicate your designated messages.