

# Communication Landscape Analysis Tool for Early Warning Systems

## Purpose

The purpose of this tool is to identify the most trusted communication channels and sources within a community to enhance the effectiveness and reliability of Early Warning Systems (EWS). This tool not only facilitates the identification of trusted communication channels but also provides a clear path to analyse and act on data to strengthen Early Warning Systems effectively.

Practitioners should continuously iterate based on community input and emerging trends adjustments and customizations can be made to fit specific contexts or project needs.

## Step 1: Preparation, organization and planning:

- **Initial Consultation:** Approach targeted communities through the National Society for consultations. You can use the [Community meetings tool](#)
- **Questionnaire Review:** Involve the National Society in adapting the questionnaire to local language and expressions to ensure quality data collection.
- **Familiarization:** Ensure understanding of the questionnaire and its use on mobile, desktop, or MS Excel.
- **Field Planning:** Plan logistics and define roles (e.g., Activity Coordinator, interviewers) before field mobilization, and coordinate with community leaders.
- **Understanding community context:** Gather general community information to tailor the questions to the community's understanding, for instance, languages spoken, literacy levels, access to technology. To structure your context analysis, you can gather secondary data. If not available, you can use this assessment for [context analysis tool](#).
- **Pilot Testing:** Conduct a pilot test with a small group to identify issues and adjust the form before full implementation.



- **Participant Selection Recommendations:**

- Choose individuals who have engaged with Early Warning Systems (EWS) activities.
- Ensure a balanced representation of different groups in the community, considering factors like age, gender, ethnicity, disabilities, and minorities with low involvement.

## Step 2. Identify Key Groups

- Age groups
- Gender considerations
- Vulnerable populations (e.g., persons with disabilities, migrants, elderly)

## Step 3: Assess Communication Channels

### 3.1. Rapid assessments

Use the **four questions below** to evaluate the effectiveness of various channels based on community insights. You can adapt and contextualize the questions based on the community you will assess. For a broader reference of the different communication channels you can use the following [Communications Matrix Tool](#).

1. What methods or channels do you use to get information about emergencies or alerts?
2. What is preventing you to get EW alerts right now?
3. Which of this communication channels are most accessible, trusted and effective under your perspective? **(use table below)**

Channel Type	Examples	Access (High/Medium/Low)	Trust (High/Medium/Low)	Effectiveness (Actionable Info)
Radio	Local/community radio/ National broadcast			
Television	National or regional TV			
Social media	WhatsApp, Facebook, TikTok			
Word of Mouth	Village leaders, elders			
Public Announcements	Mobile speakers, loudspeakers, community 'town criers'			
Traditional Media	Newspaper, Flyers, posters			
Digital Platforms	Apps, SMS alerts			

4. Which of these sources of information are the most trustworthy in your opinion?

Source	Trust Level (High/Medium/Low)	Relevance (Contextualized for Community)	Examples
Government Officials			Local authorities
Meteorological Agencies			

Source	Trust Level (High/Medium/Low)	Relevance (Contextualized for Community)	Examples
Media Outlets			
NGOs/INGOs			Red Cross, Save the Children, UN
Peer Networks			Family, neighbours
Religious Leaders			
Community Representatives			Community Leaders, Committees, Women's groups

### 3.2. Conduct Focus Group Discussions

- Discuss preferences for communication channels and sources with the community.
- For more information about how to run a Focus Group Discussion you can [use this tool](#)
- Consider the below set of questions to run your FGD:

<b>Channels</b>	What methods or channels do you use to get information about emergencies or alerts? (Examples: Radio, mobile phones, television, social media, loudspeakers, posters etc.)
	In your opinion, what are the most common channels of communicating an early warning alert? Why?
	What are the most trusted channels in this community?
	What makes the channels trusted sources?
<b>Accessibility</b>	Are these communication methods easily accessible to you and your community? (Example: are vulnerable groups, like the elderly or people with disabilities, able to access this information?)
	Do these methods of communication match the preferences of different people in your community? (For example, do some people prefer radio while others prefer text messages?)

	When alerts are sent, do they reach everyone in the community? (Are all people able to receive the alerts?)
<b>Language</b>	Are the alerts clear and easy to understand by everyone in the community?
	Do the alerts lead to actions that help people prepare, protect themselves, or respond to the emergency?
	Are the communication channels you are accessing in the languages or dialects spoken by everyone in the community?
<b>Feedback</b>	Is there a way for people to give feedback about the alerts through the communication channels used? (Example, can people share their thoughts, complaints, or suggestions about how the alerts are being used?)
	If the above answer is yes, is there a response to their feedback?
	Has the community been asked about how satisfied they are with the available communication channels for receiving Early Warning messages?
	Has the feedback from the satisfaction surveys been looked at and used to improve the communication channels?
<b>Suggestions</b>	Is there anything missing from the alert system that would help people take better action during emergencies?

#### Step 4: Validate and Test

- Share findings with the community to validate.
- Pilot the communication plan to test its effectiveness.

#### Step 5: Analyze and Act on the Data

Once data collection is complete, use the following steps to analyze and apply the findings:

##### 1. Data Aggregation

- Summarize responses from focus group discussions and tables.



- Identify patterns in channel reach, trust, and effectiveness.
- 2. Prioritize Channels and Sources**
  - Focus on channels and sources with high trust and reach.
  - Highlight underutilized channels that could improve community coverage.
- 3. Develop a Communication Plan**
  - Match the most trusted and effective channels to the type of Early Warning messages.
  - Ensure language, timing, and accessibility align with community preferences.
- 4. Engage Communities**
  - Share results with community representatives to confirm findings.
  - Co-design strategies for ongoing engagement and feedback loops.
- 5. Monitor and Evaluate**
  - Regularly assess the performance of chosen channels and sources.
  - Adapt the communication strategy based on evolving community needs and feedback.