

Communication and advocacy

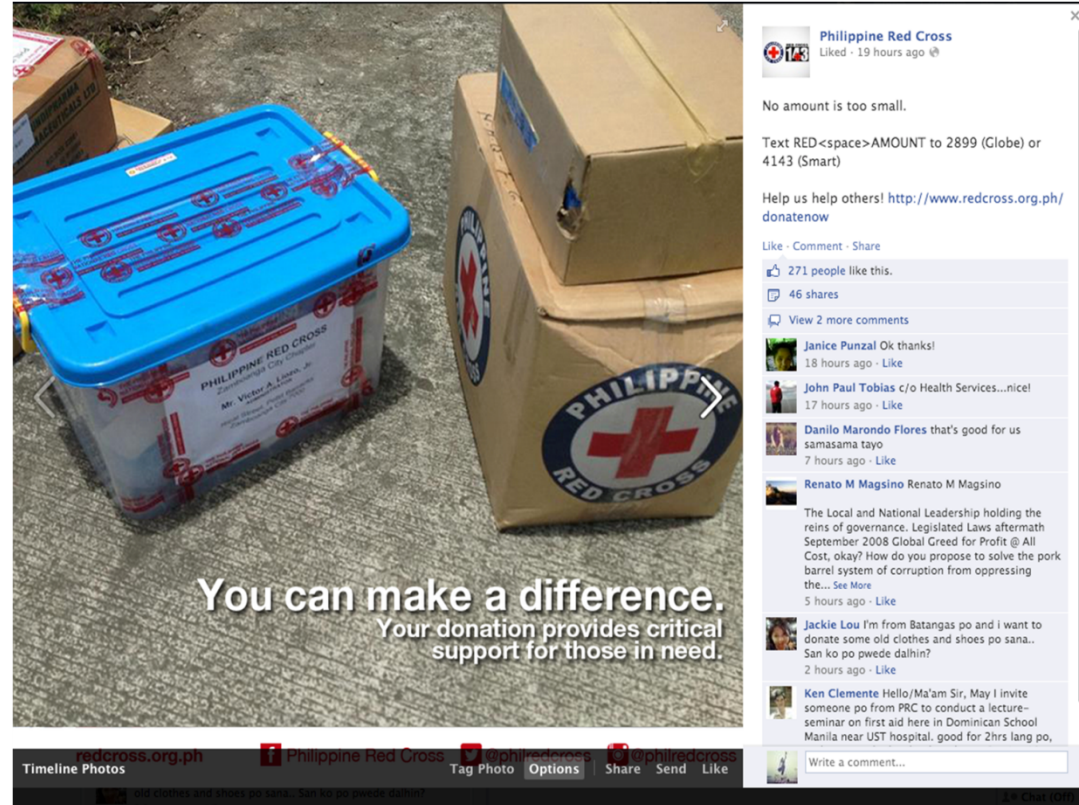
**Why is communication
and advocacy (HD)
important?**

Humanitarian diplomacy is persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles. – HD policy

In 2009 at the General Assembly and Strategy 2020 both confirm that HD should occupy a central role in NS activities especially in our current context.

The policy outlines that conducting HD on behalf of the most vulnerable is not a choice, but a responsibility.

It is our 'responsibility to persuade General Assembly and Strategy 2020 both confirm that HD should occupy a central role in NS activities especially in our current context. The policy outlines that conducting HD on behalf of the most vulnerable is not a choice, but a responsibility. ***It is our 'responsibility to persuade***



Importance of communication

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XING

orkut

Pinterest

biip.no

bebo

Photo: Norwegian Red Cross





Following

nineteenfiftyone

Kathryn Mahoney I'm Kathryn, an aid worker for The UN Refugee Agency (UNHCR). This is life in Yida refugee camp-the most remote camp in South Sudan & maybe the world.
<http://www.facebook.com/southsudanunhcr>

121 photos

24,839 followers

118 following

February 2013

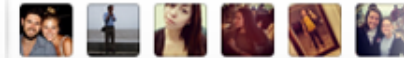


January 2013





453



nineteenfiftyone

23w

Since food drops started this week, kids are making amazing toy plane replicas out of mud. This one had a flap that opened up just like the real ones that drop grain from the sky. #resilience



I have looked at this picture at least 5 times! I'm in complete awe of these beautiful, hopeful people and the work you are doing



knightlight

19w

@hoodat



blackface1

18w

Good airplane model



micavarga

17w

I work for a refugee resettlement agency in the US. Your photography is beautiful. Refugees amaze me, especially the kids who have so much passion and perseverance



beatle_and_bear

11w

these children are so incredibly creative and resourceful. we have so much to learn from them and I am very grateful that thru your photos are having the opportunity to do so



24



Since food drops started this week, kids are making amazing toy plane replicas out of mud. This one had a flap that opened up just like the real ones that drop grain from the sky. #resilience [Yida Refugee Camp](#)





1,601



nineteenfiftyone

15w

Yesterday a cargo plane had a harrowing crash landing as it barreled past the airstrip in Yida and crossed the main road. For humanitarians and refugees at the site of the crash, it was a horrifying few minutes searching the wreckage for the wounded or dead. Regardless of religious beliefs, it is nothing short of a miracle that no refugees were hurt in the accident. A donkey was hit by the plane and died of his injuries later. My translator poignantly said of the crash, "the



78



gwenbor05

14w

It's a miracle indeed ☐☐



fraulein_moni

12w

@swell shell @4bguy @dashdageek @sonofstig ☐



eston

12w

That's the second one in less than what, a year??



beatle_and_bear

11w

this story is so moving



katejnlv

15h

Wow! Thank you Donkey.



Yesterday a cargo plane had a harrowing crash landing as it barreled past the airstrip in Yida and crossed the main road. For humanitarians and refugees at the site of the crash, it was a horrifying few minutes searching the wreckage for the wounded or dead. Regardless of religious beliefs, it is nothing short of a miracle that no refugees were hurt in the accident. A donkey was hit by the plane and died of his injuries later. My translator poignantly said of the crash, "the donkey offered his soul to save the lives of the children who often play where the plane landed." I cannot explain the sense of relief and gratitude we all feel. 📍 **Yida Refugee Camp**



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Tweet to Andrew Harper



- Who to follow · Refresh · View all
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ICRC Washington @icrc_dc
 Followed by Florian Westphal and...
 Follow
 - 
Yves Daccord @YvesDaccord
 Followed by CartONG and others
 Follow
 - 
Bottom Up Thinking @BottmUpT...
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- Berlin Trends · Change
- #dfbpokal
 - Stéphane Hessel
 - #jobsuche
 - #M05SCF
 - #stellenangebote
 - #domian



Andrew Harper

@And_Harper

UNHCR's Representative to the Hashemite Kingdom of Jordan.
 Humanitarian Coordinator a.i. Tweets are my own.
 Amman, Jordan · <http://www.unhcr.org>

415 TWEETS
82 FOLLOWING
2,016 FOLLOWERS

 **Following**

Tweets

- 
Rula Zein-Iddin @rula_z Feb 25
 @And_Harper In growing numbers they walk passed my home till echos of refugees the world over haunt me: ow.ly/l1lCt #syria #jo
 Retweeted by Andrew Harper
 View conversation
- 
Andrew Harper @And_Harper Feb 25
 It is getting worse. Last nite another 3,059 x'd frm #syria. This makes 50,000 + for Feb. So far in 2013, 100,000+ moved to Zaatri #jordan
 Expand
- 
Andrew Harper @And_Harper Feb 23
 @Refugees#Syria refugees usually cross at night #jordan to avoid being shot. Intisar Ghizlan & her children x in day: rfg.ee/hYl02
 View media
- 
Andrew Harper @And_Harper Feb 23
 Ongoing fighting in Dara #syria pushing 1,000s more to x to #jordan. Last nite 2,145 moved to Zaatri. Youngest only 20 days. 5cclc.
 Expand
- 
Andrew Harper @And_Harper Feb 22
 In 2013, 91,796 #syrian x'd to #Jordan, this incl. 43,503 thus far in Feb. and 19,010 in past week. Statistics do not do justice to tragedy.
 Expand
- 
Andrew Harper @And_Harper Feb 22
 We have no option but to succeed but when we receive 3,218 #syrian

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Tweet to Andrew Harper




Andrew Harper
@And_Harper

UNHCR's Representative to the Hashemite Kingdom of Jordan.
Humanitarian Coordinator a.i. Tweets are my own.
Amman, Jordan · <http://www.unhcr.org>

415 TWEETS 82 FOLLOWING 2,016 FOLLOWERS

Following



Andrew Harper @And_Harper Feb 22

We have no option but to succeed but when we receive 3,218 #syrian @refugee in one nigh 2#jordan w little international support it is tough.

Expand

- intercross @icrc_washington Followed by Florian Westphal and... Follow
 - Yves Daccord @YvesDaccord Followed by CartONG and others Follow
 - Bottom Up Thinking @BottmUpT... Follow
- Browse categories · Find friends

- Berlin Trends · Change
- #dfbpokal
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Tweets

- Follo
- Follo
- Favo
- List



Andrew Harper @And_Harper Feb 23

@Refugees#Syria refugees usually cross at night #jordan to avoid being shot. Intisar Ghizlan & her children x in day: rfg.ee/hYI02

Hide media Reply Retweet Favorite Buffer More



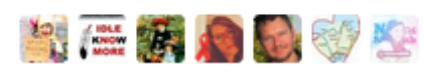
Jordan: Daytime Crossings

The exodus of civilians from Syria keeps growing, with more and more people crossing into Jordan during the daylight hours along with those arriving at night.

YouTube @YouTube - Follow

15 RETWEETS

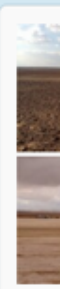
3 FAVORITES



3:46 p.m. - Feb 23, 2013 - Details

Flag media

Twe



Who



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Berlin

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#M05SCF
#stellenangebote
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Key points for communication in the field

- Be passionate, tell a story
- Photos / Videos great for advocacy and communications
- Use identifying hash tags online - <http://www.symplur.com/healthcare-hashtags/>
- Be careful with photos. Always ask for permission!

Advocacy/Humanitarian diplomacy

Advocacy/Humanitarian diplomacy

Forms of HD include:

1. **Confidential diplomacy** (private conversations and contact),
2. **Public influence** (workshops, conferences, media, op-ed pieces),
3. **Public advocacy campaigns** (banning landmines),
4. **Policy event** (select group of stakeholders, policy makers), and
5. **Grassroots advocacy** (demanding solution to common problem and influencing change).

Advocacy/Humanitarian diplomacy – SEA opportunities

- Developing campaigns on thematic issues to raise awareness at a regional and national level by allowing NS to adapt the campaign to their local context.
- Creating regional position papers on DRR, migration, etc.
- Maximizing opportunities in Bangkok as a humanitarian hub for Asia Pacific; i.e., Professor The Hla Shwe with UN-ESCAP on the post-MDG agenda, events for representation with ASEAN, OCHA, 6 AMCDRR, etc.
- Targeted events or briefing sessions with ambassadors at a regional level (i.e., ambassadors' breakfast) and other roundtable sessions or meetings with targeted decision makers.

Advocacy/Humanitarian diplomacy – basic steps

- Basic steps for HD engagement: situational analysis, identify issues based on evidence, define HD objectives, identify target audience, identify partners, develop an action plan, develop key messages, develop supporting materials, meet stakeholder(s), follow-up/M&E

Example of importance of communications in advocacy

- <http://vimeo.com/77446785>

Advocacy/Humanitarian diplomacy – Exercise

- Pair off and spend time developing a basic HD engagement plan using the wheel of advocacy
- Pick a health issue of concern – your choice!
- Develop plan and discuss with your partner - 25 minutes
- Hand plan back in (if you want to develop it further with regional office)