MESSAGING

“HOW TO GUIDE”

FOR SOUTH SUDAN
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**PARTNERS**

![Internews](image1.png)

![Gredo](image2.png)

![Voice Africa](image3.png)

![SAADO](image4.png)
INTRODUCTION

SAADO and partners have developed a Pilot Key Messaging Library for use in various media channels to provide beneficiaries and humanitarian actors in South Sudan with access to credible, key information for effective preparedness, response and minimized negative effects of disasters. This message library is used to standardize messaging to target audiences by various stakeholders, and build a community communication infrastructure based on open information exchange.

The library includes pre-developed messages in four different thematic areas, affecting people in the target areas, to be disseminated in different channels including but not limited to radio, community gatherings, and health facilities.

As appropriate, messages should be contextualized to suit the target audience and result because every situation and its impact on the target groups is unique, some messages may require modification. Such situations will be quickly referred to the lead agency for clarity. Messages on mines and explosives should not be modified, if need for modification arises, proper consultations with UNMAS and South Sudan National Mines Authority should be done.

Messages are organized for easy viewing by category and, within each category, target location and audience. The messages were reviewed by a panel of individuals and the relevant clusters and or line ministries for each hazard.
Using The Library


Additional information on the media landscape of South Sudan please refer to the Media and Telecoms Landscape guide: [http://www.cdacnetwork.org/tools-and-resources/media-landscape-guides/south-sudan/](http://www.cdacnetwork.org/tools-and-resources/media-landscape-guides/south-sudan/)

Before disseminating the messages

- Read through the audience profile provided in annex 1 for better understanding of target audience and best approach
- Inform local administration and community leaders from all stakeholders (including host and refugee communities) for mobilization of target audiences
- Gender considerations to be checked for each target audience before dissemination of messages
- Consider messaging needs of subgroups and at-risk populations (people with physical disabilities, people with communication difficulties, older people, the sick, mothers with young children).
- Branding of the messages is important, to create recognition, visibility, to humanize the service itself and establish belief.
- Establish a feedback mechanism where none exists. Also ensure that target audience is aware of its existence and how to use it.

The messages on the online platform are translated into Juba Arabic, Nuer and Dinka
Using the Library cont...

• The messages are organized by thematic humanitarian categories for which they are most relevant in order to make it easier to find content.

• The messages are tailored for specific target populations.

• Bolded content in the main message board is a directive to the user as a reminder to update them based on the specific situation

• Some messages may require fill-ins (e.g. Juba POC) so that the content can be tailored to the specific geographic area, current situation and specific jurisdiction. Please refer to the relevant communications point person in your organization before editing any message

• Make sure that you have the staff to monitor your messaging channels effectively if you use messages that invite questions from your audience.

• The goal is to make the library as precise as possible, but not all of the messages will be relevant depending on how the actual needs unfolds. It is up to the focal staff to determine which of the messages to use and in which order to use them.

• We encourage the users to link their audience to more information (within your organization or as agreed by the editorial committee) when possible or when requested.
Considerations for Selected messaging Channels:

For Community Meetings
Community and religious leaders, chiefs and elders are among the most influential people in South Sudan. Influential leaders are looked upon for communication of key messages to community members under their influence.

For Mass Media (Radio)
Radio is the most popular means of communication in South Sudan. Other popular electronic communication channels include television and mobile phone. However, the population’s low literacy rates coupled with intermittent mobile phone coverage, limit the ability to receive information through text messages. To compensate for the lack of access to the above mentioned communication channels, alternative communication channels can include loudspeakers and megaphones, as well as traditional methods of communication such as dance, music and drama.

For Health Facilities
Health facilities provide a highly believable environment for key messages since visitors and patients generally have a higher level of belief in health care workers. Due to the sensitive nature of GBV, and the high level of trauma experienced, consider privacy of people affected by GBV.
ANNEX 1: AUDIENCE PROFILES

This messaging guide has been developed based on the geographical areas where the messages were tested. The areas are Maban, Bor POC (in Jonglei state), Gudele, Mangaten, Sherikhat, POC 1 and 3.

1. MABAN

Ethnic Groups and Languages
There are over 10 ethnic groups of refugees hosted in Maban county. Majority of the camps’ populations are of Ingassana, Uduk and Jum Jum ethnic communities. Considerations of the various language needs during translation of messages should be made.

Social Structure and Communication Channels
The Ingassana refugee group have tight-knit social structures, distinct and trusted leadership structure, communal shared assets, strong kinship ties, sense of agency and level of predictability. This provides more opportunities for passing key messages through these structures.
Although social cohesion among the Uduk has been eroded over time, traditional leadership and authority still exists. However, there is a general feeling of exclusion and discrimination by host community. This is an area of sensitivity that needs to be managed when engaging this group of refugees.

Challenges
Just like the refugees, the host community is equally affected by conflict, marginalization, and natural disasters. Their voice and needs require space for articulation. Additionally, fights between host community and refugees have been reported in the past, mainly over access and control of natural resources, but also over access to assistance and information. There is need to practice conflict sensitivity and extend services and support to the host community and refugees equally.
2. Bor POC (Jonglei)

Ethnic Groups and Languages
Majority of the camp residents are Nuer speaking IDPs from Malakal, Akobo, Bentiu and Fangak. Over 70% of POC camps residents are are also women and children.

Social Structure and Communication Channels
The conflict which started in December 2013 caused many individuals and families to flee their homes and seek protection inside the UNMISS POC site in Bor. Although many left the camp when the situation improved, others stayed. Those who stayed were later joined by new arrivals displaced by subsequent conflicts. Existing camp management committees that are useful for effective dissemination of messages include Executive Board, Youth Committee, Women’s Leadership Committee, Block Representatives, Court of Elders, and Community Watch Group.
Camp Management has been working on reinforcing leadership structures within the site with particular focus on efforts to formalize terms of reference for camp committees, creating referral pathways, allowing all partners in the PoC to make efficient and confidential referrals, as well as for and accountability mechanisms such as a Community Feedback Mechanism desk, staffed by ACTED, where PoC residents can provide feedback on services provided or lodge complaints. This is an existing structure that can be used effectively to pass messages

Challenges
Prolonged encampment for some individuals, and overall restriction of movement has had negative psychological impact on camp residents, therefore, they should be handled with care. The Bor POC residents venture out of the camps to the nearby bushes in search of building material. These trips put them in harm’s way as they encounter insecurity but more importantly, are at risk of being maimed or killed by mines and explosives left behind from previous conflicts
3. Juba- Gudele, Mangaten, Sherikhat, 

Ethnic Groups and Languages

Juba, the capital of South Sudan, is cosmopolitan with a mix of different ethnic languages. The most commonly used languages are Simple Arabic and English, although many other local dialects are spoken including Dinka, Nuer, Zande and Lotuko

Social Structure and Communication Channels

The most commonly accessed channel of communication in Juba is radio. Popular radio stations include South Sudan Radio, Radio Miraya, Eye Radio, Radio Liberty, Bakhita Radio, and Capital FM. Data shows that although radio is a favorite channel of communication in Juba, only about half of the population has continuous access to radio. To maximize reach, megaphones, religious leaders and other localized social structures should be incorporated to complement radio.

Challenges

Despite chances of receiving key health messages through mass media, at risk groups including commercial sex workers, long distance drivers, and boda boda riders should be considered for GBV messaging using channels that provide privacy, and linkages to comprehensive services. This is primarily due to high stigma, fear and lack of knowledge among these groups and victims of GBV.
4. Juba- POC 1 and 3

Ethnic Groups and Language
Majority of POC camps residents are Nuer language speakers, although Juba Arabic is commonly spoken as well.

Social Structure and Communication Channels
In addition to radio, message dissemination in the POC can utilize Boda-Boda Talk-Talk, Community structures (Especially community religious leaders), messaging boards, and Bera-Bera (Mobile Announcer), in descending order of priority. As an important and influential constituent, engagement of youth within the POC in disseminating the awareness messages is important. Messages should also be translated to Nuer and Juba Arabic languages for better impact.

Challenges
Due to the possibility of underlying mistrust among POC residents, it is important to engage them at the planning stages of message and dissemination events through their leadership structures, alongside other stakeholders for clarity and transparency.
## ANNEX 2: KEY MESSAGES

<table>
<thead>
<tr>
<th>No.</th>
<th>Message Category</th>
<th>Location</th>
<th>Target Audience</th>
<th>Key Message</th>
<th>Recommended Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>GBV</td>
<td>Juba POC</td>
<td>All POC residents</td>
<td>Survivors of rape or other forms of violence can seek confidential lifesaving medical treatment and support at the nearest health facility immediately</td>
<td>Public gathering, Mass media (radio)</td>
</tr>
<tr>
<td>2.</td>
<td>GBV</td>
<td>Juba POC</td>
<td>All POC residents</td>
<td>Violence against women, girls, boys and men can have serious long-term and life-threatening consequences. These can include physical harm, reproductive health problems, sexually transmitted infections and unwanted pregnancy. It can also affect the survivor’s self-worth and quality of life, and expose her to further abuse. If you have been exposed to violence you have the right to seek for assistance at your nearest health center, police or NGO</td>
<td>Public gatherings</td>
</tr>
<tr>
<td>3.</td>
<td>GBV</td>
<td>Juba POC</td>
<td>All POC residents</td>
<td>No one has the right to demand any favors, touch you or demand any sexual actions from you in return for helping you. Humanitarian aid is free. (You do not have to pay – not in money or goods, or by performing any kind of &quot;favors&quot; – to receive assistance)</td>
<td>Public gatherings, Mass media</td>
</tr>
<tr>
<td>No.</td>
<td>Message Category</td>
<td>Location</td>
<td>Target audience</td>
<td>Key Message</td>
<td>Prefered Channel</td>
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<td>Public gatherings, Mass media</td>
</tr>
<tr>
<td>4.</td>
<td>Health</td>
<td>Juba POC</td>
<td>Mothers/ fathers/other primary caregivers</td>
<td>What are the signs and symptoms of Malaria? Malaria has the following symptoms,  · Fever, shivering, diarrhoea, dizziness, vomiting, headaches, body aches and loss appetite  · Malaria usually starts with a fever, if you have a fever you should go to the nearest health facility or Health worker</td>
<td>Public gathering, Mass media (radio), Medical facility</td>
</tr>
<tr>
<td>No.</td>
<td>Message Category</td>
<td>Location</td>
<td>Target audience</td>
<td>Key Message</td>
<td>Preferred Channel</td>
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<td>6.</td>
<td>Health</td>
<td>Juba POC</td>
<td>Mothers/fathers/other primary caregivers</td>
<td>1. What is measles? Measles is a serious respiratory disease (in the lungs and breathing tubes) that causes a rash and fever. It is very contagious. In rare cases, it can be deadly. What are the symptoms of measles? Measles starts with a fever that can get very high. Some of the other symptoms that may occur are:  • Cough, runny nose, and red eyes  • Rash of tiny, red spots that start at the head and spread to the rest of the body  • Diarrhea  • Ear infection</td>
<td>Public gatherings  Mass media  Medical facility</td>
</tr>
<tr>
<td>7.</td>
<td>Health</td>
<td>Juba POC</td>
<td>Mothers/fathers/other primary caregivers</td>
<td>If your child has a fever, cough, rash, runny nose or red eyes that lasts for three days or more, immediately rush to the nearest health center, continue to breastfeed babies with measles.</td>
<td>Public gathering  Mass media</td>
</tr>
<tr>
<td>8.</td>
<td>Food Security</td>
<td>Jonglei</td>
<td>Pastoralists</td>
<td>Animal health and vaccination campaigns are important because in emergencies, livestock are more likely to catch diseases. This means that they can become very unhealthy and even die.</td>
<td>Public gathering  Mass media</td>
</tr>
<tr>
<td>No.</td>
<td>Message Category</td>
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<td>10.</td>
<td>Food Security</td>
<td>Jonglei</td>
<td>All disaster affected populations</td>
<td>Special needs of vulnerable groups: Emergencies affect everyone, in particular vulnerable groups such as older people, the sick, mothers with young children, people with disabilities. Please help them access assistance.</td>
<td>Public gatherings, Mass media</td>
</tr>
<tr>
<td>11.</td>
<td>Food Security</td>
<td>Jonglei</td>
<td>All disaster affected populations</td>
<td>Specific food for specific groups: Some of the food being distributed has been made for specific groups. For example, blended food is for children and for those who have difficulty chewing. Help make sure the right people get the right food.</td>
<td>Public gatherings, Mass media</td>
</tr>
<tr>
<td>12.</td>
<td>Protection</td>
<td>Jonglei</td>
<td>All POC residents</td>
<td>Do not approach, touch, kick, pick up, collect, burn or throw stones to unknown objects, they may be dangerous.</td>
<td>Public gatherings, Mass media</td>
</tr>
<tr>
<td>13.</td>
<td>Protection</td>
<td>Jonglei</td>
<td>All POC residents</td>
<td>Do not remove warning signs you may risk other lives.</td>
<td>Public gatherings, Mass media</td>
</tr>
<tr>
<td>14.</td>
<td>Protection</td>
<td>Jonglei</td>
<td>All POC residents</td>
<td>Do not approach destroyed bridges, vehicles, abandoned bunkers, trenches and buildings.</td>
<td>Public gatherings, Mass media</td>
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