

National Institute of Disaster Management (NIDM) **Communication Materials** **USER GUIDE**





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Objectives

The key purpose of this communication materials guidebook is to:

- 01** Be familiarized with the NIDM communication toolkit including key messages and themes;
- 02** Facilitate contextualizing the communication materials for use in all states and at various levels [state/district/block/Gram Panchayat (GP)];
- 03** Provide suggestions on materials' placement and display options for optimum exposure;
- 04** Discuss common communication platforms to use Information, Education and Communication (IEC) materials;
- 05** Explain how to use the materials in inter-personal communication, group meetings, and other communication platforms.

WHY the Toolkit

Correct and timely messages can save lives, property, and reduce the humanitarian sufferings during disasters. NIDM has taken technical support from United Nations Children's Fund (UNICEF) to develop a series of communication materials which can make the communication for disaster risk reduction (DRR) more effective.

The advantages of using the communication materials like a creative or a digital guidebook are manifold:

- **Make information appealing:** Communication materials make the information attractive and draw attention. Information is presented in an engaging way.
- **Aid in recall of messages:** Communication materials not only add visual appeal but when messages are received through multiple senses like listening, reading, seeing, they have a better recall also.
- **Visuals can overcome the literacy barriers:** The creatives have been developed with greater illustration of content, making them appropriate for use by less literate audiences. All materials are also inclusive ensuring messages for women, children, persons with disabilities (PwDs), senior citizens, etc.
- **Reach people in their time and space:** Information reaches people in their own time and within their own space.
- **Empower people:** Information received through communication materials empowers people to take action – both individual and collective.
- **Communication nudge:** Messages placed at vantage points serve to remind people and act as nudges for behaviour change. When messages have a 360-degree presence at multiple levels, they serve as communication nudges for people to act for a given behaviour.



About the Toolkit

The toolkit comprises of three parts.

Checklists for service providers:

Simple to use checklists which help the service providers in planning, implementing, and monitoring the DRR communication.

Creative materials: One flyer is prepared for each disaster (flood, earthquake, public health emergency, cyclone). The flyers list the actions to be taken by the individuals and families and also collectively by the communities or service providers for the community. These are simple to-do lists covering plan and prepare stage, during disaster stage and post disaster stage. These flyers can be used by community members as well as service providers.

Creative posts: A set of 14 creatives for each disaster (flood, earthquake, public health emergency, cyclone) which cover messages for basic disaster management and also for the five converging sectors, viz., child protection, education, health, nutrition, and WASH (water, sanitation and hygiene). The creatives can be printed as leaflets or a digital version is also available which can be used for online/digital messaging.



Campaign Design

Branding

The series of communication materials is branded as **NiDRR** – acronym for **National Disaster Response and Recovery**. It is a variation of the word “*nidar*” (fearless). One needs to be NiDRR (fearless) during the toughest times to tackle the situation and overcome it. If a person follows the safety protocols during a disaster, he/she will not only save their own life but also be able to protect others.

The frontline workers/volunteers can be called as ‘NiDRR Mitra’, setting an example of being fearless, able to tackle the disaster by just following simple steps of survival. They are also ready to be volunteer for a tough task and reach out to people and help them in times of need. ‘NiDRR Mitra’ will communicate the idea of maintaining calm during disasters and motivate people to help others in need. ‘NiDRR Mitra’ works not only during times of disasters but also help in the preparation phase.



NiDRR

NATIONAL DISASTER RESPONSE
AND RECOVERY



Approach

A comic-strip approach is used in the communication materials. The use of comic characters and the overall look of a comic strip creates consistency in the campaign. The characters in the strip and illustrations have been designed to keep them inclusive to overcome the regional differences in features and clothing, thus enabling a better connect with people in the whole nation. It easily livens up the interactions and catches attention.

Main mascots in the campaign are:

ABHAY
A young fearless man in 25-30 age group



ANIKA
A mature, responsible and action-oriented woman in 30-35 age group



Dressed in orange-coloured emergency jackets, they together project a modern and young look with gender equality showing a woman in a gender transformative role.



How to Identify a Creative/Digital Guidance Tool

Disaster: In the top-right corner each creative carries an illustration showing the disaster as under.



The communication material has a dark purple hue. The backdrop shows a whirlwind with an uprooted tree and some clothes flying in the air.

In the foreground Anika is shown helping a woman and child and Abhay is shown carrying a child. Both Anika and Abhay are shown wearing caps with 'NiDRR Mitra' branding with their names written on their emergency jackets.



The creatives for earthquake have a dark red background. It shows broken buildings, doors and uprooted electric poles.

In the foreground Anika and Abhay are shown rescuing a man caught under the rubble. Both Anika and Abhay are shown wearing caps with 'NiDRR Mitra' branding with their names written on their emergency jackets.



The creatives for floods have a dark blue background. It shows a rescue boat going through the flood waters in the foreground.

Both Anika and Abhay are rescuing a family of mother, daughter and son in a rescue boat. Both Anika and Abhay are shown wearing caps with 'NiDRR Mitra' branding with their names written on their emergency jackets.

The sectoral icons used in the creatives are shown here. These creatives are easily identifiable with icons placed in the centre of the creative.



These illustrations and icons help in easier identification of the communication materials.



How to Use the Materials

Social and behaviour change for DRR requires the involvement of communities – the responsibility needs to be jointly shared by the community and the service providers/“Aapda” teams. Communication materials strengthen the communication and help promote ‘a call to action’. It is important that messages delivered through IEC materials like these creatives are identifiable and sensitive to the socio-cultural context and information consumption preferences of the audiences.

Therefore, contextualizing IEC materials is an important aspect when these creatives are used. It is easier to contextualize these creatives as the illustrations do not have clearly defined features which could relate to any one part of the country. Only the language has to be changed to suit the local context. Remember to change the sequencing of the illustrations when translating to Kashmiri, Sindhi, or Urdu.

Contextualization

For example, the standard handwashing creative describing three crucial steps of handwashing is shown here. For audience who reads from left to right it simply conveys the three steps of (1) Soap and water, (2) Scrub and rinse, and (3) Dry thoroughly. However, when the same creative is translated in any language which is read from right to left (Arabic, Urdu, Hebrew, Persian, etc.) a reverse sequence will get conveyed. In such a case it will be necessary to also reverse the order of the pictures.



Using Communication Materials: Designing a Campaign

Types	Possible Audiences	Phases of Disaster	Special Remarks
WhatsApp	General/RWA groups/Youth groups/ Student groups/SHGs	Awareness, planning, monitoring	
WhatsApp	General/RWA groups/Youth groups/ Student groups/SHGs	During disaster updates and rescue	
WhatsApp	General/RWA groups/Youth groups/ Student groups/SHGs	Post disaster recovery	
Facebook post	General	Awareness, planning	
Facebook post	Affected audience	Safety instructions, where aid is available	
Miking	General	Awareness	
Miking	Affected population	During disaster – safe shelters	
Gifs			
Meme			
Digital FlipBook			
A/V			
Mobisode			
Street Play			
Wall Writing			
IPC			

