



Mine Action Programme of Afghanistan (MAPA)

Directorate of Mine Action Coordination (DMAC)

Guide for the development of Risk Education related Information, Education and Communication (IEC) Materials

January 2018

Scope and objective of the Guide:

This guide is an annex to the terms of reference for the MAPA Risk Education Technical Working Group, and serves as a guide for the development of all print and digital (audio-visual) Risk Education materials produced for the MAPA, irrespective of the funding channel, whether VTF or bilateral. This is to ensure that MAPA produces tailored and quality Risk Education materials that are understandable, socially acceptable, relevant, realistic and persuasive.

Steps to be Implemented for the Development of Risk Education Materials:

Step 1: Implementing Partner (IP) informs DMAC MRE department of its intention to develop new material(s) - providing a short description of the concept of the intended material.

Step 2: IP works with DMAC to schedule an MRE Technical Working Group meeting to present the concept (takes approx one week to schedule).

Step 3: IP presents the concept (initial idea) to the working group and receives/ incorporate feedback. This presentation should be done in reference to the pre-developed planning tool (document) with a proposed time-frame for all the steps.

The planning tool to elaborate on below details at minimum:

- 1) Diagnosis/ needs assessments (References may include previous and/or new KAP Surveys, IMSMA Causality data analysis etc.)
 - A. Details of nature of the threat,
 - B. The identified category (type) of the risk taking group (whether Unaware, Uninformed, Intentional/ forced, Reckless or misinformed),
 - C. The unsafe behaviors, entailing the following key information;
 - Who (considering the socio-economic status, urban, rural, IDPs, returnees, local residence/ villagers, host communities, gender and age)?

- What are the risky behaviors, and activities (e.g. tending animals/livestock, collecting wood/water/food, collecting metal/plastic scraps, hunting/ fishing, playing/ recreation, traveling i.e. waling, riding car/bicycle, farming, and so on)?
 - What is their motivation and vulnerability? and,
 - The messages/ action(s) required to address risky behaviors/ reduce threat.
- 2) Describing the specification (technical details) of the intended material (whether print, audio, visual, and other technical detail, such as, key messages, the scenario, story line, script, length/ size, language etc.)
 - 3) Describing the purpose of the material (**a.** specific objectives, **b.** expected results).
 - 4) Who are the Intended Target Group (considering the characteristics of the risk taking behaviors and other circumstances, analyzed during the diagnosis/ assessment phase)?
 - 5) How will the material be used (methodology, context etc.)?
 - 6) What is the dissemination plan (where, when, numbers etc.)?
 - 7) What is the plan for evaluation of the impact of the material (When, how etc.)?

Step 4: IP launches the development of material in line with the recommendations from the working group and the approved concept.

Important: *Where the materials is designed externally i.e. by a production company/ contractor, there needs to be a contract with well defined terms considering quality of the product, technical complexity of the product, the time frame, confidentiality and the terms on the copy right. The terms of the contact should also allow for editing the material as per the feedbacks of field-testing, and re-testing.*

Step 5: IP contacts DMAC to inform that the prototype is ready to be presented; as well, work with DMAC to schedule a working group meeting (takes approx one week to schedule). At this stage, IP will also need to present to the Working Group, a well elaborated field-testing protocol, to include information on, where (at risk communities), with whom (among risk taking group, affected population), by who (surveyors, preferably neutral, including plan for the training of surveyors), methodology (number of Focus Group Discussion-FGDs, individual interviews, MRE sessions...), what tools (the questionnaire), etc.

Step 6: IP presents the material and the field-testing protocol to the working group, and incorporate the feedback.

Step 7: IP to re-present the changes in the material and/or field-testing protocol to the working group, ONLY if major changes are required concerning modification of the material and/or the field-testing protocol, otherwise;

Step 8: IP conducts field-testing, and evaluate/assess the suitability of materials, and collect the feedback from all concerned, as well produce a report. DMAC will observe the implementation of the field-testing.

Step 9: IP edits material based on the feedback from field testing, and the working group.

Step 10: IP re-test the product – based on the amount of feedback collected during initial exercise of the field testing and a well defined protocol. The working group is in capacity to decide whether or not a re-test is required.

Step 11: IP works with DMAC to schedule a working group meeting and presents results of the field-testing exercise(s) and the final product.

Step 12: Working group approves material.

Important Notes:

1. Any Risk Education Material developed by DMAC and through VTF funding will be considered as MAPA property, and all MAPA accredited IPs and projects should be able to use them. These materials to include MAPA demining (Mine Paki) logo only.
2. Any Risk Education Materials produced by one IP or a consortium of IPs as part of a bilaterally funded project, should be made available for use by other MAPA actors after the end of the project or end of financial year (in case the material is budgeted by IP's core funding). The concerned materials may also be used by other MAPA IPs before the end of the project or before the end of the financial year (financing the development of the concerned material), as far as there is no conflict of interest and subject to the written consent of the IP(s) who produced the material.
3. For visibility purposes, IP may use its logo and the logo of the concerned donor(s) on any Risk Education materials, funded by and distributed to the targeted beneficiaries of the concerned bilaterally funded project only.
4. The newly developed material should be recorded in the registry of MAPA's approved Risk Education materials.
5. DMAC will minute key discussion of each Working Group meeting and circulate it among members of the working group.

Interesting References:

- ✓ IMAS – Mine Risk Education Best Practice Guidebook 4 (PUBLIC INFORMATION DISSEMINATION);



IMAS-MRE-Guidebook 4 on Public Information Dissemination Nov 2005.pdf

- ✓ A Guide to Improving Communication in Mine Risk Education Programmes;



Guide_Improving_Communication_MRE-Mar 2004.pdf