

A 12- POINT COMMUNICATION MONITORING CHECKLIST

1. Was an assessment done to identify:
 - a. The information gaps among your audience (i.e. health workers, caregivers, volunteers or other critical groups)?
 - b. The information-seeking and sharing patterns of the affected communities (communication network analysis)?
 - c. The main barriers for affected families and communities to practice the intended behaviour (e.g. caretakers taking their children to immunization services, safe hygiene practices)?
2. Did you develop a communication plan that is linked to the service and supply components of the emergency response?
3. Does the plan clearly state the behavioural objectives you seek to influence?
4. Did you prepare an implementation plan?
5. Does it include opportunities for community participation in areas such as material preparation, message design and dissemination?
6. Did you establish a monitoring system to keep track of your efforts and gather feedback?
7. Did you determine the budget?
8. Are messages and materials gender, age and culturally sensitive and appropriate?
9. Did you choose the most appropriate a mix of the most effective communication channels – interpersonal and mediated?

10. Did you invite and receive feedback from the various audience(s) of the affected community on your suggested messages and materials (pre-testing)?
11. Do you know if the material and the messages in it reached the people they were meant to reach (e.g. affected population, health workers, volunteers, etc.)?
12. Do you have a system to share and manage the information with humanitarian organisations, UN sister agencies, government bodies, professional organisations and other concerned partners?