

Welcome to the RSH Webinar

Contextual Communications for Safeguarding

Starting soon

Panellists:

- Alice Castillejo, Programmes Advisor, Translators without Borders
- Desiree Bartosiak, Global Head of Safeguarding, Habitat for Humanity

Chair: Semhal Getachew, National Associate for RSH in Ethiopia



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'Safeguarding Translation'

Alice Castillejo, Translators without Borders



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What the presentation will cover

Choosing the right languages

Making the messages clear

Choosing the best terms

Supporting staff



Language is a driver of vulnerability

Marginalized language
speakers are excluded from:
healthcare
education
technology
representation



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Choosing the right languages



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Uninformed assumptions about language

- 75% of humanitarians believed most Rohingya understood Rakhine
- 24% of Rohingya women speak Rakhine
- 62% of humanitarians believed most Rohingya speak Myanmar
- 12.5% of Rohingya women speak Myanmar

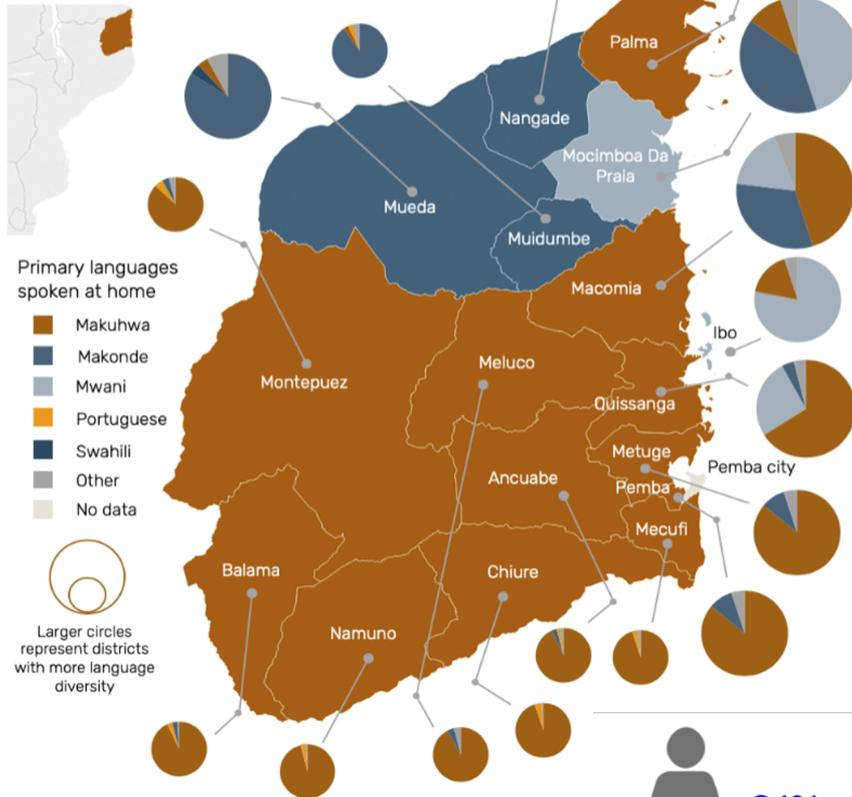


Language data must inform communication planning

MOZAMBIQUE

26 April 2019

Cabo Delgado Province Language Map



It is vital to plan a communications campaign based on good data about

- language
- literacy
- communication preferences



81% not literate
20% understand Portuguese



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Making messages clear



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Plain language improves understanding

Comprehension reduces
when sentences are longer
than

20 words

- Be clear about the overarching message
- Arrange the information logically
- Choose vocabulary, grammar and sentence structure to promote easy reading



An example of plain language

Original language

Sexual activity with children (persons under the age of 18) is prohibited regardless of the age of majority or age of consent locally. Mistaken belief regarding the age of a child is not a defense.

Plain language

Humanitarian workers are not allowed to have sexual relationships with anyone under the age of 18, even if it is legal in their country. Saying they did not know the person's true age is not a valid excuse.



Choosing the best terms

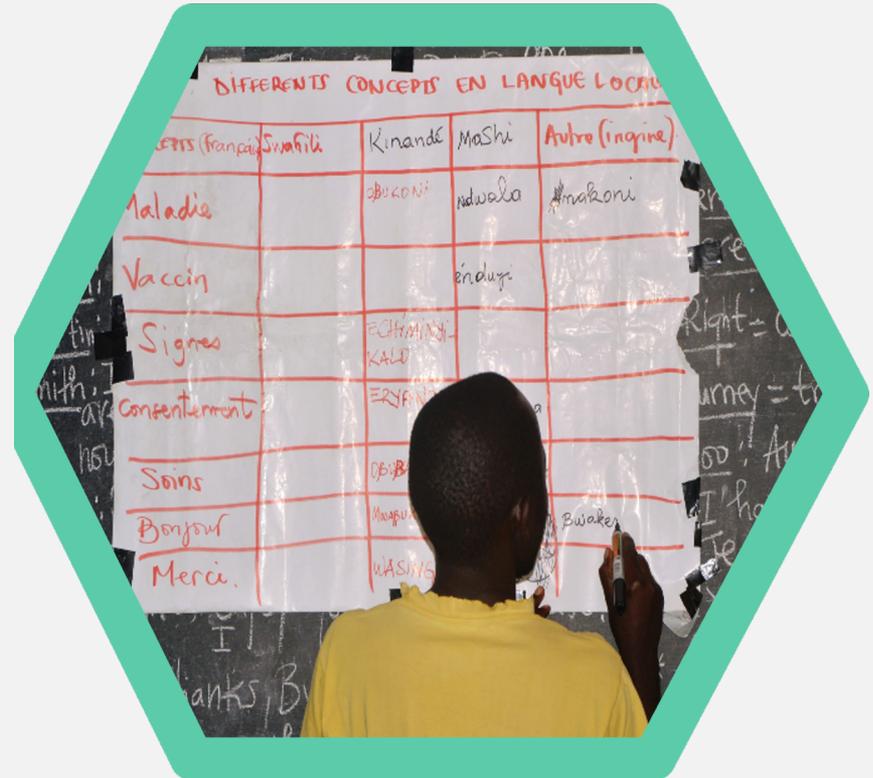


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The words we use matter

- Different words are used by different people
- Terms can be gender specific
- Some words carry stigma
- Some words and euphemisms are used only within a specific group



Terminology solutions

“Even if the term is simple, it does not translate fully. It is especially problematic when considering ‘face-saving’ culture

-A Rakhine-speaking civil society leader

- Avoid sector jargon - use descriptions where necessary
- Test terms with the groups you work with.
- Share terms across partners to get consistent use

Supporting staff



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Support your staff

”Training was an eye-opener for a lot of field staff, GBV [gender based violence] field staff as well as communication staff.

It re-emphasised the need for respect, caution and language. Staff are more sensitive to these issues as a result of the training.”

-

Humanitarian practitioner in Cox’s Bazar, Bangladesh



Language matters

Alice Castillejo

Email: alice@translatorswithoutborders.org

Useful resources

- Recommendations for language data collection
<https://blog.cartong.org/2020/09/25/20-language-tips-for-effective-humanitarian-data-collection/>
- TWB Guide to writing in plain language
https://translatorswithoutborders.org/wp-content/uploads/2020/04/Plain-Language_Write-Clearly.pdf
- TWB Glossaries <https://translatorswithoutborders.org/twb-glossaries/>
- TWB Language Data: <https://translatorswithoutborders.org/language-data>



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'Safeguarding Visualization'

Desirée Bartosiak, Habitat for Humanity International



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What the presentation will cover

Why visuals are important?

Best practice considerations for visuals

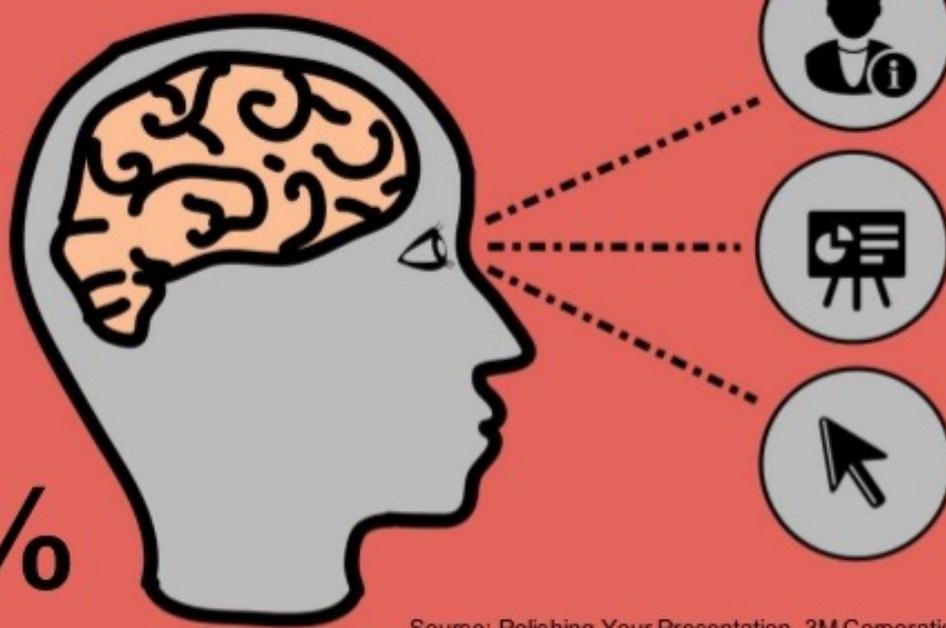
Practical examples of visuals – Safeguarding Community
Visual Toolkit



Why visuals are important

Humans are Visual Creatures!

Visuals improve learning by up to **400%**



Source: Polishing Your Presentation, 3M Corporation



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Visuals support...

- Accessibility
- Quicker, simpler communication
- Information retained longer
- Enhance comprehension
- Prompt emotions

Which sign is easier/faster to process?



Graphic source:
columnfivemedia.com



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alone

COMPREHENSION

Our brains are pre-wired to automatically interpret relationships between objects, allowing for almost instant comprehension with minimal effort.

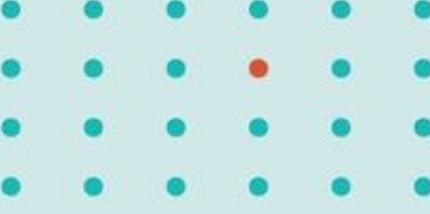
Notice how quickly your eye finds variations in these attributes.



SHAPE



SIZE



COLOR



ORIENTATION

Graphic source: columnfivemedia.com



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Best practice considerations for visuals – example of Safeguarding Community Visual Toolkit



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Adequate planning and testing of materials

Round 1

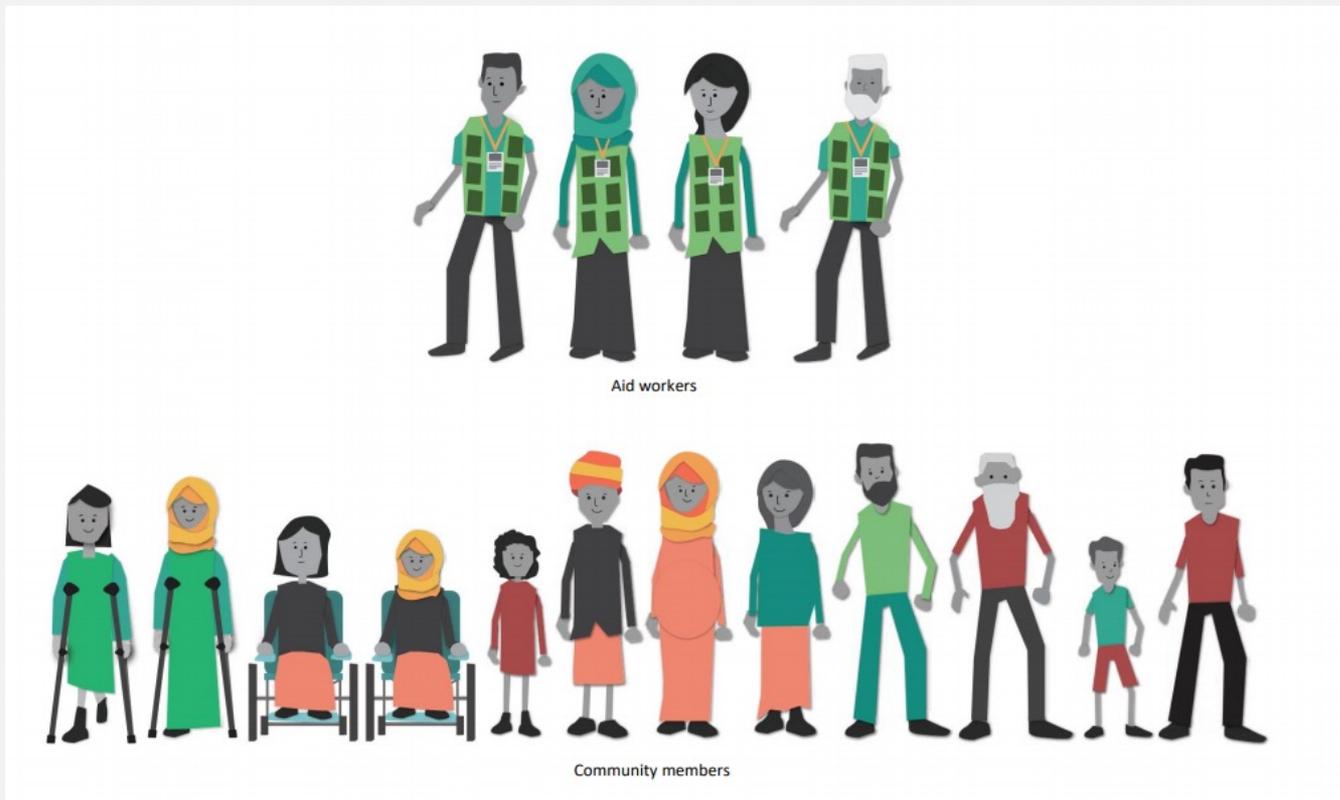


Round 4



Localisation of visuals - people/culture

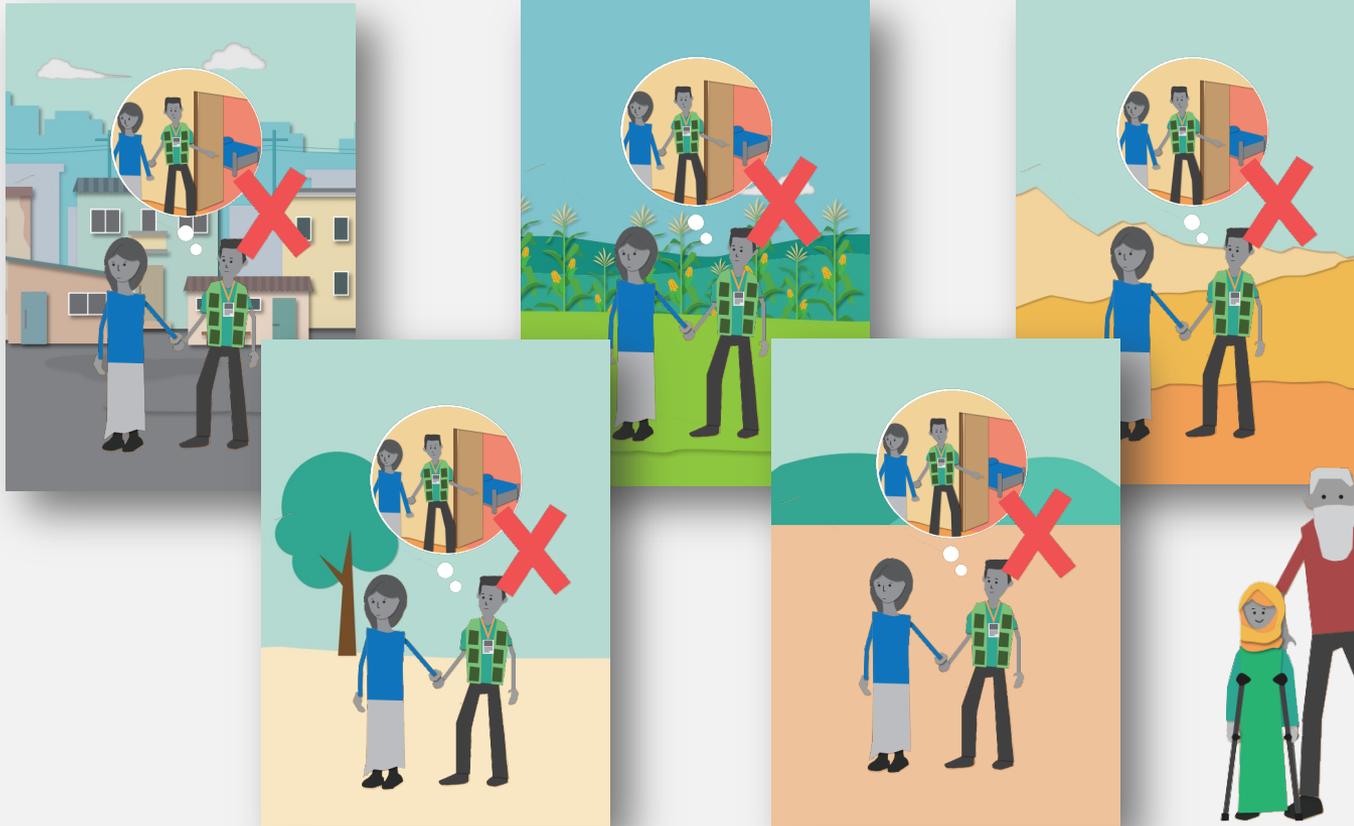
Can people see themselves?



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Localisation of visuals - environment



**Inter-changeable
backgrounds and
characters for
contextualisation**



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Visuals should reflect reality



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Visuals and text should complement each other



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Visuals cannot stand alone



← → ↻ 🔒 <https://www.youtube.com/watch?v=w4QDIP5zUOE>

☰ YouTube Search

Community Based

Settings

0:01 / 4:03

Community Based Safeguarding Visual Toolkit | WaterAid, Oxfam and Habitat

422 views • Mar 12, 2021

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 **WaterAid** 
8.07K subscribers

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The Community Based Safeguarding Visual Toolkit is an adaptable toolkit designed to assist humanitarian and development agencies communicate key safeguarding messages derived from the (IASC) Six Core Principles Relating to Sexual Exploitation and Abuse to the communities in

SHOW MORE



Visuals can challenge complex norms – female perpetrator



Safeguarding Visualization

Desireé Bartosiak

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Safeguarding Community Visualization Toolkit Resources:

- Full toolkit: <https://www.interaction.org/blog/launching-the-safeguarding-community-visual-toolkit/>
- User information guide: <https://www.interaction.org/wp-content/uploads/2021/03/Community-Based-Safeguarding-Visual-Toolkit-Intro-Guide-English-Spanish-Portuguese-and-French-1.zip>
- Video guide on toolkit use: <https://www.youtube.com/watch?v=w4QDIP5zUOE>



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