

ACHE Lifeline Learning Brief Two

ADVANCING COMMUNICATION IN HUMANITARIAN EMERGENCIES

Facilitating effective and sustainable partnerships to deliver Lifeline programming in Somalia, Nigeria and Ukraine

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The brief was written by Theo Hannides, a media and humanitarian consultant, engaged to conduct two learning reviews under the project. The set of learning questions that informed the learning brief were designed by Storm Lawrence, with input from BHA ACHE project teams in Nigeria, Somalia and Ukraine. The brief was reviewed by Cian Ibbotson, Melissa Eveleigh, Nicholas Rao and Sanjib Saha.

Copy edited by Lorna Fray.

Designed by Hasan Altaf Mahmud.

EXECUTIVE SUMMARY

This learning brief summarises key findings and recommendations from BBC Media Action's endline evaluation of the Advancing Communication in Humanitarian Emergencies (ACHE) project in Nigeria, Somalia and Ukraine. Specifically, this brief focuses on the relationships between different actors, and BBC Media Action's role in facilitating partnerships and collaborations to support communication with crisis-affected people.[1]

The project was funded by the United States Agency for International Development (USAID) Bureau for Humanitarian Assistance (BHA) and ran from September 2021 to May 2024. Comprising training, mentoring and network/relationship building for media and humanitarian actors delivered by BBC Media Action, the project aimed to strengthen the capacity of humanitarian and media actors to communicate with people affected by crises.

This capacity strengthening was designed to ensure they have access to practical information they can use to survive and cope, and are able to participate in dialogues at the core of humanitarian decision-making. Ultimately, the project aimed to improve the relevance, accessibility and inclusivity of humanitarian response.

Media, humanitarian and other actors face multiple, deep-rooted challenges in working together to provide accountability to affected people (AAP) and participatory communication in humanitarian response. Despite the varying contexts and countries included in this project, barriers to this collaboration are largely cross-cutting, with issues of distrust and siloed ways of working between various actors being one of the most significant.

Endline research into this project found that humanitarians accuse journalists of sensationalist reporting, and journalists perceive humanitarians as secretive and inaccessible. Corruption and fraud are often prevalent in humanitarian contexts and perpetuate issues of distrust not only between actors but also among crisis-affected communities, who may lack the information they need to protect themselves and make informed decisions, and mechanisms through which to engage with humanitarian actors.

These poor perceptions and co-ordination mechanisms mean that journalists are often omitted from key information-sharing sessions that exist in the humanitarian co-ordination system – such as thematic cluster meetings and working groups, including those focusing on AAP. Formal collaboration mechanisms between media, humanitarians and governments are limited so actors struggle to navigate each other's worlds, describing their relationships as "transactional" and based on the needs of organisations rather than crisis-affected people.

[1] The other two learning briefs produced under this programme can be found at the following link – https://www.bbc.co.uk/mediaaction/publications-and-resources/research/briefings/somalia/nigeria/ukraine/ache/

The ACHE project successfully bought together key actors through training and roundtable discussions, and enabled solution-focused discussions between them. This effective dialogue and discussion was a real milestone (joint discussions were previously a novelty in most project areas) and helped to address long-term systemic barriers. The project training helped to build knowledge, awareness and skills in understanding and navigating the media and humanitarian sectors.

Endline research found that there was wide consensus among key informants that this project made an impressive start in addressing some of the complex issues relating to poor collaboration between media and humanitarian actors. There was also wide consensus that this work and momentum should continue.

BBC Media Action facilitated collaboration between actors involved in the project, as a trusted partner that spans both the media and humanitarian sectors. Continued work is needed to build on this momentum and enable more strategic conversations to move dialogue into action, in order to strengthen the humanitarian system and embed communication as a priority. Without an established mechanism and forum to drive actions forward, there is risk that this work may not happen and that momentum gained during the ACHE project could be lost. A longer-term strategic approach is required, with input from multiple actors to establish mechanisms and systems that prioritise communication responses, and link actors not only to each other, but also to the wider humanitarian co-ordination system at both local and national levels. This would help to facilitate a more cohesive approach, strengthening communication with, participation of and accountability to crisis-affected communities.

ABBREVIATIONS AND ACRONYMS

AAP	Accountability to affected people
ACHE	Advancing Communication in Humanitarian Emergencies
BHA	Bureau for Humanitarian Assistance
CDAC	Communicating Disasters with Affected Communities
IDP	Internally displaced person
INGO	International non-governmental organisation

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1. INTRODUCTION

In September 2021 BBC Media Action was funded by the United States Agency for International Development (USAID) Bureau for Humanitarian Assistance (BHA) to deliver significant improvements in community engagement, accountability and participation within three humanitarian contexts – in Somalia, Nigeria and Ukraine. The project ran until May 2024 and the focus was on improving the "ability, motivation and connectedness of local and national actors to communicate effectively with people affected by crisis, contributing to strengthened humanitarian systems in participation and accountability to affected persons".[2]

BBC Media Action designed two interconnected interventions to support these aims:

BBC Media Action definition of Lifeline communication:

Special media programming for people affected by humanitarian crisis. It aims to give them a voice and provide timely, relevant and practical information to help alleviate their suffering and assist with their recovery. It can play an important role in strengthening community engagement and accountability of relief providers.

See this website for further information – *Lifeline Programming*

1) Building the capacity of local and national actors to integrate communication, participation and accountability approaches in their work with crisis-affected populations, which includes both IDPs and host communities.
2) Building more effective working relationships and bridges between existing humanitarian actors, co-ordination mechanisms, and national and local organisations that are key to humanitarian response

Formative research conducted for this project identified a need for media outlets to produce more informed programming that is relevant and effective for crisis-affected communities, and to work more collaboratively with the humanitarian organisations providing support on the ground. As such, the project engaged local actors, including local media partners, humanitarian responders, relevant local non-governmental organisations (NGOs), civil society organisations (CSOs) and government agencies, in capacity strengthening workshops and sessions to improve communication, participation and accountability strategies and services for crisis-affected communities in each of the three countries.

The primary tools for delivery were training workshops with media and humanitarian actors, mentoring sessions for media outlets, identified and selected through a needs assessment process, and roundtable discussions with key response actors. Overall, the project supported

[2] BBC Media Action ACHE project proposal, 2021.

337 media, humanitarian and government actors across the three implementation countries. The project also provided key equipment and software for media outlets to keep, alongside technical training to use these resources effectively. Resources and funds were also provided during the project to help media outlets reach crisis-affected communities. Throughout the project, media partners in the three countries co-produced Lifeline content, tailoring platforms and formats for each context, to provide local crisis-affected communities with critical humanitarian information.

Three learning briefs were commissioned to help inform existing and future work and build knowledge of best practice. These briefs should be read in conjunction with each other. This brief focuses on the second strand of intervention, the relationships between different actors, and BBC Media Action's role in facilitating partnerships and collaborations for communication with crisis-affected people. The first brief (***ACHE Lifeline Learning Brief One***) examines the enablers and barriers in delivering "Lifeline" communication (see text box) and participatory approaches with crisis-affected populations. The third brief (***ACHE Lifeline Learning Brief Three***) focuses on audiences, and how the Lifeline communication and participatory approaches supported crisis-affected people.

Contexts

The Advancing Communication in Humanitarian Emergencies (ACHE) project was implemented in three contexts:

- The South-West state of Somalia, which has been exposed to three decades of protracted conflict and humanitarian crisis
- The states of Borno and Adamawa in North-East Nigeria, which has experienced more than ten years internal conflict with widespread insecurity, with North-East Nigeria hosting an estimated 2.2 million people who have been displaced as a result of the conflict[3]
- The frontline region of Zaporizhzhia and the eastern Oblast of Dnipro in Ukraine, where the humanitarian situation is deteriorating as armed conflict continues to escalate[4]

[3] UN Migration/Global Data Institute Displacement Tracking Matrix (2023) 'Nigeria — North-east — Mobility Tracking Round 46 IDP and Returnee Atlas'. Available at: https://dtm.iom.int/reports/nigeria-north-east-mobility-tracking-round-46-idp-and-returnee-atlas-december-2023

[4] Reliefweb (2024) Ukraine. Available at: https://reliefweb.int/country/ukr

2. LEARNING QUESTIONS AND RESEARCH METHODS

This learning brief aims to help identify the enablers and barriers to sustainable collaboration between the media and humanitarian sectors, and BBC Media Action's role in each humanitarian response. This brief will help to inform and strengthen knowledge and future interventions in the media and humanitarian sectors.

BBC Media Action designed a set of learning questions to inform this brief. The methodology drew on interviews conducted with key stakeholders involved in the project in Somalia, Nigeria, Ukraine, and members of the global team. It also used findings from research reports and products produced by BBC Media Action's research team. Indicative findings were tested with BBC Media Action project leads and researchers.

Once the ACHE project closed, specific roles stopped, so key informants' knowledge of collaborations post project is limited to the immediate aftermath of the project, and to media stations that BBC Media Action works with on other projects.

Learning questions

- What role did BBC Media Action play during each humanitarian response?
- What partnerships were leveraged and used during Lifeline interventions?
- What collaborations have resulted from the project?
- What are the motivators, enablers and barriers for actors to engage in/partner on Lifeline programming?
- How can the partnerships between local media and humanitarian actors be sustainable?

3. FINDINGS

3.1. BBC MEDIA ACTION'S ROLE IN EACH RESPONSE

Facilitator and broker

BBC Media Action was responsible for implementing and managing the ACHE project across all three countries. It is clear from the key informant interviews that BBC Media Action's partners perceive the BBC and BBC Media Action to be prestigious, trustworthy and worthy of respect, which is a huge advantage when bringing people together who do not have previously established relationships or trust. BBC Media Action was able to facilitate and broker relationships between media and humanitarian actors, providing a trusted forum and space for dialogue, training and support. Project participants perceive the organisation as helping to establish confidence and facilitate trust-building.

Connector

During the project BBC Media Action helped to connect media outlets to humanitarian co-ordination structures and systems. In Ukraine, the BBC Media Action project team attended accountability to affected people (AAP) co-ordination meetings as representatives of the media. In Somalia and Nigeria, they facilitated roundtable discussions with humanitarian and media actors, which recommended actions from a Somalia roundtable outlined in ***Appendix 2***.

Driver and instigator

Through this project, BBC Media Action drove collaborations and forums between the media, humanitarians and other actors. When the project closed, these collaborations were limited to the individual relationships that had been formed, as there was not an established mechanism for roundtable discussions, or the project work, to continue and develop. This was likely to have been at least partly influenced by the tight timeframes and on-the-ground challenges that meant roundtable discussions did not happen until towards the end of the project. Key informants wanted to see the project's good work continue and even be extended through additional support.

Mentor and trainer

BBC Media Action provided training for humanitarian and media actors to help them work together to identify and meet the communication needs of crisis-affected people. Selected media outlets also received mentoring, resources and equipment to help them operationalise the training.

Project participants highly valued these interventions, stating that they increased the overall quality of media broadcasts and enabled a more participatory communication approach to wider humanitarian programming. The humanitarians did not receive mentoring and resources

but were involved with the training and roundtable discussions (see ***ACHE Lifeline Learning Brief One***).

Co-ordinator and motivator

BBC Media Action helped to co-ordinate the ACHE project on the ground, establishing roles, setting up forums for dialogue and co-ordinating events. Many media project participants aspired to reach the standards of the BBC and welcomed training and mentoring from BBC Media Action. BBC involvement in projects was a large motivator for collaboration and cooperation between media and humanitarian actors.

3.2. PARTNERSHIPS USED DURING LIFELINE INTERVENTIONS

Existing partnerships with BBC Media Action and media outlets

BBC Media Action has well established relationships with local media outlets in dozens of countries around the world. It was able to leverage some of its existing partnerships with media outlets for this project. Working with known entities was a huge advantage, enabling it to build on established relationships and trust rather than starting from scratch.

BBC Media Action used some connections to access humanitarian actors and systems

BBC Media Action has been working in the humanitarian sector for many years and was able to leverage some existing relationships to access humanitarian organisations, systems and co-ordination bodies on the ground. For example, in Ukraine BBC Media Action used its relationship with Communicating Disasters with Affected Communities (CDAC) to gain access to the AAP working group and global cluster leads.

Some connections existed between local media and humanitarians at an individual level, but fewer at an organisational level

While formal mechanisms are not always established, known or used on the ground, individual journalists and humanitarians working at the local level did have some existing connections that they were able to use, deepen and continue after the project end.

At the organisational level, working relationships were limited by factors including established patterns of siloed ways of working and a lack of trust between various actors (see section 3.4.2).

Limited existing connections between local media and international organisations

Relationships between local media and international organisations were limited. Key informants highlighted the challenge of international non-governmental organisations (INGOs) preferring to work with international media groups that can broadcast information globally. Local media groups in the project locations are often also disconnected from international media groups.

Limited previous partnerships with government but partnerships were established

Government actors are a recognised key player in humanitarian response. Despite there being limited existing government relationships for this project to build upon, the project engaged government representatives through interventions in Nigeria and Somalia. With Lifeline communication training, government representatives are often bought in as guest speakers and key stakeholders in humanitarian communication projects.

For this project, representatives from government, such as Disaster/Emergency Management Agency representatives, joined some of the roundtable discussions in Somalia and Nigeria, as well as the Lifeline trainings. In Somalia, the government declared that the media would be included in future cluster group meetings, though it is not clear how this will be executed.

3.3. COLLABORATION RESULTING FROM THE PROJECT

New collaborations at the individual level

This project successfully linked humanitarian and media actors through the training and roundtable discussions. Participants shared their contact details with each other, and formed some WhatsApp groups. These connections enabled journalists to contact humanitarian experts to speak in their programmes, and allowed humanitarians to suggest priority information topics to journalists. While this is not a systematised model, it is a positive start. The relationship between the media and humanitarian actors was cited as moving from "transactional" (each serving their own needs) to "relational" (serving the needs of crisis-affected communities).

The relationship between the media and humanitarian actors was cited as moving from each serving their own needs to serving the needs of crisis-affected communities.

Strengthened existing connections and enabled quick actions

The project helped to build relationships between media and humanitarian actors through raising awareness about each other's needs and breaking down barriers. Individual project participants coming together and getting to know each other during the project training and roundtable sessions, which meant they were able to work together and respond to real-time emergencies when they arose. This included a fast, joint communication response to flooding in Damara, Nigeria and the Kakhovka damn crisis in Ukraine.

Cross-sector dialogue and discussion

The roundtable discussions in Somalia and Nigeria facilitated dialogues and discussions between multiple actors and sectors. This resulted in identifying some recommended actions, particularly in Somalia (see Appendix 2). There are opportunities to build on this and establish a clear strategy to drive actions forward (see the Recommendations section).

3.4. MOTIVATORS AND BARRIERS FOR ACTORS TO ENGAGE IN/PARTNER ON LIFELINE PROGRAMMING

3.4.1. Motivators

Reaching crisis-affected communities: It is difficult for humanitarians to physically reach remote affected communities or frontline regions. While they want to get information and resources out to crisis-affected people, this means they often struggle to do so. One motivator for collaborating with the media is that broadcast media outputs, such as Lifeline programmes, can reach remote crisis-affected communities. Key informants also mentioned the pressure on INGOs to achieve large reach figures to satisfy donors and funders, which the mass media can help them to achieve.

Access to humanitarian information: The media, particularly local media outlets, rarely form part of a humanitarian response. This makes it difficult for journalists to access information about crisis-affected communities – such as priority information needs by thematic cluster. This gives journalists an incentive to collaborate with humanitarian actors to access information about the needs of crisis-affected communities, and therefore inform the content of Lifeline programming.

Desire to respond well: Local humanitarian responders are often overwhelmed and have a desire to support and respond appropriately to local needs. Working with local media outlets on Lifeline programming provides opportunities to deliver tailored communication to meet local needs in effective and resource-efficient ways.

BBC influence: The wider BBC and BBC Media Action has a very good reputation among ACHE project partners and affiliates. Part of their motivation in engaging with the project was because it was led by part of the BBC. As such, BBC Media Action's involvement strengthened several other enablers relating to reputation, desire to respond well, and access to humanitarian information.

Funds/resources: Local media outlets and humanitarian responders often lack funds and resources, so it is in their interest to collaborate with projects that provide or unlock resources to support their aims.

Reputation: Humanitarian and media actors both want to improve their reputation with each other, and with crisis-affected communities. For varying reasons (see section 3.4.2), media and humanitarian organisations often have negative perceptions of each other, and crisis-affected communities often have negative perceptions of both sectors. Meda and humanitarian actors have personal and organisational motivations to change this, which is a key motivator for cooperation and collaboration.

3.4.2. Enablers and barriers to collaboration

Barrier: Distrust and siloed working

Media actors reported perceiving humanitarians as secretive and "inaccessible" or wanting to use media channels to advertise themselves and their organisations. Humanitarian actors

accused media actors of sensationalist journalism, and fear being portrayed inaccurately or not being credited for work.

Sadly, some of these concerns are rooted in reality. Inaccurate reporting and sensationalist journalism often occur, particularly when journalists are under pressure to report information quickly and "get a good story". For example, during the roundtable discussions in Somalia, aid agencies claimed the media broadcast insufficient detail and potentially harmful narratives with poor editorial control. Equally, issues of "aid theft" are well known – concerns around this arose in Somalia and Ukraine during the project. For example, community leaders at the roundtable discussions in Somalia raised concerns around widespread exploitation of internally displaced people (IDPs) by certain humanitarian actors, misleading them and defrauding them of their aid entitlements.

Siloed ways of working have become the norm for media and humanitarian actors. This was particularly apparent in Nigeria and Somalia. In Ukraine, there were collaboration challenges but ways of working were less siloed, and the humanitarian co-ordination system was more active – as it often is in the acute response phase of a humanitarian crisis. Relationships between humanitarian and media actors were frequently described as "transactional", with humanitarians paying for airtime to advertise their work.

Enabler: Creating safe, trusted forums for collaboration and dialogue

BBC Media Action was able to do this during the ACHE project, which was a huge milestone in these contexts. In Nigeria and Somalia, this was the first time that many of the humanitarian representatives had sat together to discuss issues and receive training. Several barriers began to come down as individuals learned about each other's worlds. However, key informants stressed that much more work is needed in this respect.

Barrier: Lack of media and humanitarian awareness about each other's ways of working

Related to issues of trust, both media and humanitarian participants had limited knowledge of each other's roles, responsibilities and ways of working. Consequently, they struggle to navigate and understand each other's worlds. While the training and roundtable discussions were cited as being hugely beneficial in this area, key informants desired more information in this area, particularly during training. For example, the humanitarian participants wanted more information about how to work with the media, and a better understanding of media outlets' systems and editorial pressures.

Enabler: Connecting individuals from the media and humanitarian actors

Through the training and roundtable discussions, this project successfully connected individuals from different sectors, and increased their knowledge of how to work with each other, which began to break down barriers between them.

Barrier: Limited co-ordination mechanisms and resources for Lifeline communication

Formal humanitarian collaboration mechanisms between the media, humanitarians and government agencies are limited. These sectors struggle to understand each other's needs and find relevant contacts.

In Nigeria and Somalia, key informants highlighted the challenge of limited mechanisms, forums and resources in the humanitarian co-ordination system for AAP and Lifeline communication. In Ukraine, BBC Media Action joined an active AAP working group but the group largely focused on systems to collect feedback on the aid response, rather than ways to address the communication needs of crisis-affected people. It was therefore challenging to link Lifeline communication and media inputs into the humanitarian co-ordination system (see section 3.5).

Enabler: Collaboration mechanisms and solution-focused dialogue between humanitarian and media actors

Through its training and roundtable discussions, the ACHE project successfully facilitated collaboration mechanisms and constructive dialogue between these sectors, although this was largely limited to the project's lifespan.

Barrier: Local media outlets are rarely included in humanitarian work and systems

Multiple challenges emerged for the humanitarian journalists and local media seeking to support crisis-affected communities with life-saving information. Humanitarians often prefer to speak with international media organisations, as they have relationships with them and can reach a wider audience through them. In contrast, local journalists struggle to be taken seriously by humanitarian actors and are not usually included in aid co-ordination meetings.

Following advocacy work by various agencies, including BBC Media Action, several global responses have incorporated journalists into the aid community, with global cluster leads inviting them to co-ordination meetings. However, this is still not the norm, and involving journalists in humanitarian systems is still a challenge in multiple contexts, including Ukraine, Nigeria and Somalia.

Enabler: Convening forums to bring together media and humanitarian professionals

This project helped to bring together representatives of both sectors, helping them to understand each other's roles and how they could work together to better serve crisis-affected communities.

In addition to the roundtable discussions convened in all three settings as part of this project, BBC Media Action attended AAP working groups in Ukraine and kept journalists abreast of developments. However, local journalists did not attend these forums themselves and they lost this connection when the project ended. In Somalia and Nigeria, humanitarian co-ordination systems are less advanced, and require development at both local and national levels.

Barrier: Roundtable discussions were limited by timing and lack of an established lead to drive progress

Project delays and complications on the ground meant that the roundtable discussions did not happen until towards the end of the project, and they were limited in number (two in each country). Without an established mechanism to drive forward actions agreed at these forums, there is risk that the work may not happen and momentum may be lost.

Enabler: Roundtable discussions provided a platform for humanitarian communication focused discussion and facilitated connection building between media, humanitarian and government actors

The roundtable discussions attended by media, humanitarian and government actors in Nigeria and Somalia provided an excellent forum for wider participation, dialogue and discussion. They also resulted in clear recommendations for action (particularly in Somalia – see Appendix 2).

3.5. HOW TO MAKE PARTNERSHIPS BETWEEN LOCAL MEDIA AND HUMANITARIANS SUSTAINABLE

Stakeholders widely recognised that the ACHE project provided an excellent starting point for collaboration between media and humanitarian actors and across both sectors. There was also wide recognition that more time, investment and a more strategic approach is needed to ensure sustainable delivery of Lifeline communication to meet the needs of crisis-affected people.

Relationships between key actors in these sectors may well continue at the individual level, which is a sign of success. But a more formalised approach and mechanism is needed to strengthen and sustain organisational level communication and collaborations that link to the wider humanitarian system.

Only a joined-up, collaborative approach can truly empower crisis-affected communities and help to address the critical needs that they highlight. For example, providing information about what aid these people are entitled to, and how and where to report corruption, could help to mitigate aid fraud and theft.

BBC Media Action has a unique role in supporting longer-term, formal partnerships between the media and humanitarian sectors, as it spans both worlds and is trusted by individuals and organisations from both sectors. This project has demonstrated that BBC Media Action is able to facilitate and broker relationships between these sectors, acting as an enabler and helping to overcome barriers. However, these barriers have deep, complex and historical roots. Breaking down these barriers will require a longer-term strategic approach to establish formal organisational collaborations and mechanisms linked to the wider humanitarian co-ordination system, which include key national and local humanitarian responders from the media and humanitarian sectors.

4. RECOMMENDATIONS

A. Embed communication into humanitarian dialogue to support future working groups

There is a strong need to strengthen, and in some contexts create, communication working groups in both the local project contexts and in the humanitarian co-ordination system. The roundtable discussions facilitated by the project successfully started to break down barriers between media and humanitarian actors, and identify potential solutions for a more collaborative communication response, but they lacked execution strategies and sufficient time to deliver their full potential.

Further roundtable discussions should have a strategic focus on sustainable results and seek to establish leads and mechanisms to drive action and potential ways of funding future working groups. There is also a need to connect co-ordination work at national and local levels. In Somalia, participants recommended establishing a permanent media and humanitarian co-ordination working group with representatives from cross-sector agencies to develop joint communication strategies, and facilitate dialogue and understanding between the two groups.

B. Consider expanding this project into additional settings

Key informants highlighted the fact that humanitarian communication and collaboration challenges are not limited to the project areas but extend across their regions. Many other areas have similar challenges and need similar support. BBC Media Action and donor agencies should consider supporting additional, similar projects in the same region to help build momentum, apply project learning, and support local and national level co-ordination.

C. Conduct advocacy work to embed AAP and communication into the humanitarian system in a systematic way

BBC Media Action could leverage its existing relationship with groups like UNOCHA and CDAC to help support the broader humanitarian co-ordination systems embed AAP and communication as a priority.

D. Conduct further capacity strengthening to increase media and humanitarian actors' ability to work together effectively

The "working together" training session was deemed a success, but humanitarian participants said they needed more guidance in this area. This could be addressed through future roundtable discussions and training. Future projects might benefit from having a greater focus on the practicalities of how media and humanitarian actors can work together, with more in-depth sessions on the inner workings and pressures faced by each sector.

As an actor that is trusted by practitioners in both sectors, BBC Media Action could play a key role in this. Advocacy work and brokering between aid agencies and media outlets also has a role in enabling them to collaborate effectively and include journalists in aid responses.

E. Consider longer-term approaches and funding to support sustainable outcomes

There are multiple challenges in delivering projects in crisis-affected areas. Project timelines are frequently delayed and squeezed due to multiple pressures and challenges on the ground. Longer-term funding is more appropriate to achieve project aims that relate to tackling long-term issues and system-level change, and to help address organisational capacity needs and strengthen communication co-ordination mechanisms in the humanitarian system.

Longer-term funding and approaches could also help to strengthen crisis-affected communities' involvement in humanitarian response work, and facilitate a more joined-up, collaborative and consistent response between actors.

APPENDIX 1: INTERVIEWS CONDUCTED WITH KEY INFORMANTS

Country	Role	Name
Nigeria	Senior Project Manager	Nicholas Rao
Nigeria	Research Officer	Janet Conqueror
Nigeria	Head of Production and Training	Deji Arosho
Nigeria	Project Manager	Innocent Maduekwe
Ukraine	Research Officer	Olena Vypirailenko
Ukraine	Project Manager	Cian Ibbotson
Ukraine	On-the-ground Co-ordinator	Dima Khilchenko
Somalia	Research Manager	Hodan Ibrahim
Somalia	Project Director	Mohamed Yonis
Somalia	Humanitarian Communication Co-ordinator	Mohamed Abdimalik

APPENDIX 2: KEY RECOMMENDATIONS FROM THE JOINT ROUNDTABLE FOR MEDIA AND HUMANITARIAN ACTORS[5]

As part of the ACHE project, BBC Media Action held two roundtable discussions in the drought-affected area of Baioda in Somalia, bringing together humanitarian, media, government representatives and local leaders working with IDPs to discuss how to collaborate to strengthen communication with crisis-affected people.

Capacity building and co-ordination were identified as the two most significant elements that still need to be addressed by all actors. In addition, panellists emphasised that most of the information reaching crisis-affected people in Baidoa and surrounding areas is often inaccurate or misinterpreted. This has resulted in widespread misperceptions about how aid works, what programmes exist and how aid is targeted, presenting the need for focused information campaigns to debunk rumours.

Roundtable participants recommended a number of actions, including those outlined below.

1. **Conduct more capacity building:** Organise regular training of journalists and humanitarian workers on how to collaborate with each other, share information, and use effective community engagement and communication techniques.
2. **Establish a media and humanitarian co-ordination working group:** This group should comprise representatives from media organisations and humanitarian agencies in order to develop joint communication strategies, and to facilitate dialogue and understanding between the two sectors.
3. **Improve transparency and access to aid information:** Specifically improve media access to government and humanitarian information on a crisis and the ongoing humanitarian response, to improve access to information for crisis-affected populations.
4. **Incorporate media in humanitarian plans and strategies:** This is currently often an "afterthought" whereas media actors could, and should, act as partners in designing and implementing humanitarian responses.
5. **Conduct campaigns to combat misinformation:** Joint stakeholder efforts are needed to tackle widespread rumours around the humanitarian response, such as those spread by bad actors seeking to make money from crisis-affected communities in IDP camps.

[5] Adapted from: *Report on the Joint Roundtable for the Media and Humanitarian Actros on Improved Collaboration and Information Sharing*, 25 February 2023

6. **Use local radio stations to run dedicated humanitarian information programmes, produced in collaboration with humanitarian actors:** Local, credible radio stations with wide audiences can engage, and listen to, people affected by crisis. Their programmes can help to dispel and combat rumours in timely and effective ways.
7. **Facilitate media participation in local humanitarian cluster and co-ordination forums:** Journalists are keen to attend non-governmental organisation and humanitarian forums to keep abreast of fast-evolving crises and ensure access to humanitarian experts for factual reporting and compelling interviews.
8. **Advocate for and mobilise resources for joint media and humanitarian communication efforts:** There is a need to invest in resource mobilisation and advocacy to ensure that life-saving, community-centred communication receives the requisite levels of funding and support.
9. **Actively solicit and include women's voices and perspectives:** Women affected by crises face extra vulnerabilities and difficulties that impede their participation in community consultations. Humanitarian communication partners need to make extra efforts to ensure that women participate in consultations, and that their needs and voices are included in the design of humanitarian communication efforts.[6]

[6] This roundtable discussion recommendation is directly relevant to a finding focused on integrating local voices, including women, into humanitarian agency dialogue, outlined in section 3.1.4. Accountability and Participation of ACHE Lifeline Learning Brief One (found at this link - https://www.bbc.co.uk/mediaaction/publications-and-resources/research/briefings/)

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Registered office:	Broadcasting House, Portland Place, London W1A 1AA, United Kingdom
Registered charity number (England & Wales):	1076235
Company number:	3521587
Telephone:	+44 (0) 208 008 2026
Email:	media.action@bbc.co.uk
Website:	bbcmediaaction.org

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