

# Mass Information Toolkit

## Syrian Refugee Response

### Information as aid

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Without the necessary information, Syrian refugees cannot fully access the assistance and protection they are entitled to, especially in urban settings. Reaching out to people on the move, dispersed in many locations, often illiterate or not speaking the language of the host country requires a **TIMELY** response, catered to **VARIOUS** audiences.

The **Mass Information Toolkit** aims to provide staff working with refugees a tool for producing information material using standard office software (Word and PowerPoint) and hardware (office printer) – **circumventing tenders, high costs and lengthy processes involved in using a graphic designer** – and illustrations adapted to the Syrian refugee context – **which appeal to illiterate refugees as well.**

### Contents

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The toolkit contains two folders:

**1. Templates** (in both Arabic and English):

- Booklet
- Flyer
- Poster
- PPT
- Sign post
- Message Matrix

**2. Illustrations**

- Flags
- Hazards & Protection
- HCR
- People
- Services and Assistance
- Misc

### Video tutorial

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The toolkit also comes with a video tutorial which can be found either accessing the actual toolkit or by viewing it on YouTube (<http://www.youtube.com/watch?v=wFHDkidkL38&feature=youtu.be>)

### Location

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The Toolkit can be found by accessing the link below:

<https://www.dropbox.com/sh/7xj1m9o8c9i5cxo/9VhNJC4WI0?lst>

UNHCR staff can also access it via the Intranet at:

[https://intranet.unhcr.org/intranet/unhcr/en/home/support\\_services/operational\\_data\\_management/ficss\\_main\\_page/FICSS\\_massinfotoolkits.html](https://intranet.unhcr.org/intranet/unhcr/en/home/support_services/operational_data_management/ficss_main_page/FICSS_massinfotoolkits.html)

### Feedback

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This is a first of its kind toolkit for UNHCR, so feedback is welcome. For any suggestions and questions please contact Claudia Liute, Associate Mass Information Officer, Office of the MENA Director, at [liute@unhcr.org](mailto:liute@unhcr.org).