Communication resources and guidance

Here below is a summary of the strategic communication resources and related guidance provided in this chapter, including hyperlinks for easy access.

Messaging Matrix Template

The matrix aims to develop key messages that are tailored to specific audiences ensuring adequacy and consistency of the content and the consideration of different communications needs. This matrix should be used with the below stakeholder analysis. The ready-to-use messaging matrix template and dedicated step-by-step guide below can be used before carrying out communication and transparency interventions to tailor key messages to specific audience needs while integrating key considerations relating to format, distribution channels, timing, accessibility features and other requirements.

Download Messaging Matrix Template	**Download Messaging Matrix Quick Guide**

Testing Template

Testing is a core communication element and the best mechanism to measure how key messages are resonating with a target audience and to be able to refine them if or when communication is not having the desired impact. Community-based protection relies on regular testing. The below template is meant to support testing of key messages and channels in regular focus group discussions (FGDs) or other meetings with a selected group of affected communities of diverse AGDs before launching a new communication initiative. Some examples of results of such testing initiatives are presented in the thematic chapters of this Toolbox. This template is available in English, French and Arabic.
Download Testing Template: English, French, Arabic

Two-way Communication in Cash Interventions

Jordan. Syrian refugee shows the text message confirming that his monthly support for most basic living costs of his family is now in his bank account. ©UNHCR/Sebastian Rich

1. Overview

UNHCR uses cash-based interventions to provide protection, assistance and services to the most vulnerable people. Cash and vouchers help forcibly displaced and stateless people to meet a variety of needs, including access to food, water, healthcare, shelter, that allow them to build and support livelihoods, and to increase access to socio-economic opportunities. This type of intervention has been intensively implemented in MENA since 2014, including by applying innovative targeting and distribution systems to support autonomy and self-reliance of affected people.
At present there are broadly three categories of cash assistance implemented by the UNHCR operations in MENA:

1. One-time urgent or seasonal cash assistance
2. Time-bound sectoral assistance (e.g., health, shelter, education, cash for protection outcomes)
3. Monthly cash assistance (i.e. most of the multi-purpose cash assistance (MPCA) in MENA)

In UNHCR MENA operations, targeting systems have evolved significantly from their early stages. Since 2015, this type of assistance delivery interventions has been evaluated and supported by research in most operations with large scale multi-purpose cash assistance interventions.
The majority of UNHCR operations in the region utilize various statistical methods such as regression analysis, analytical hierarchy profiling, and clustering to inform targeting and prioritization systems. This approach ensures that interventions are evidence-based and adaptable to changes in context impacted by new emergencies and limited resources, but it also makes it challenging to communicate.
Despite the efforts of UNHCR and partners to provide transparent and consistent information on availability of funds, targeting and eligibility criteria, and appeal processes, information on cash-based

interventions continues to be highly in demand and the level of absorption of information expressed by communities does not always reach the expected outcome. Therefore, UNHCR and partners regularly review community messaging on targeting, updating and developing new messages on cash eligibility and related procedures for transparency, including to inform on the possibility of appeal.

4.2 Tailoring messages about cash interventions

The following key messages were structured by the UNHCR MENA RB with the support of thematic experts in Lebanon and Jordan to inform communities about the processes in place for cash assistance interventions as well as the existence of dedicated channels to appeal a decision or cash assistance related process. The below lines intend to offer a template to communicate modifications or reductions to cash assistance programmes, increase transparency about such interventions, and ensure equal access to assistance without discrimination. The UNHCR MENA RB recommends their use as reference, provided they are adapted and integrated with context-specific information about existing channels.

Download key messages in **English, Arabic, French**

The below messaging matrix was developed in consultation with operations across the region in the course of a regional workshop on accountability to affected people and information management to tailor key messages about cash assistance, as well as to raise awareness on the channels available to appeal against decisions of assistance. The below messaging matrix was developed in consultation with operations to tailor key messages about cash assistance, as well as to raise awareness on the channels available to appeal decisions and cash related processes. Guidance on how to develop and use this tool is available for consultation in the Strategic Communication guidance and learning materials, while a messaging matrix template is available for download.

AUDIENCE		**CHANNELS Preferred by audience**	**OUTPUT Suitable to channel distribution**	**LANGUAGE Suitable to audience**
[who is the target audience group:] *e.g., **Refugee families with vulnerabilities, living in camp settings***				
MAIN CONCERNS [List the top-three main concerns for audience 1:]	*e.g.* • *Knowing if eligible for cash assistance* • *Understanding why not eligible for cash assistance* • *Inclusion and transparency (possibility of appeal)*	[List any digital and non-digital channel used or preferred by audience 1]	[Identify products that can be disseminated or amplified through the used or preferred channels] *e.g.* • *Illustrations* • *Audio files*	[List languages spoken by audience 1] *e.g.* • *Wolof* • *French*
CONSIDERATIONS [List any accessibility or inclusion considerations related to audience 1:]	*e.g.* • *Lower literacy level,* • *Visual difficulties*	[Does the channel allow for inclusion features?] Yes/No	*e.g.* • *Illustrations* • *Audio files*	*e.g. Wolof…*
PROOF POINTS				

MESSAGE 1 [High level or overarching message]	*e.g. UNHCR provides the most vulnerable households with cash assistance to better meet their needs.*	[List the message's sub-points to support overarching message with evidence:] *e.g.* *•UNHCR involved refugees in the development of a targeting approach to determine which households are most in need of assistance and ensure that the most vulnerable are eligible to receive cash assistance.* *•Eligibility is based on a combination of different elements such as family size, disabilities in the family, and many others. Households that meet more of these conditions are considered to be more vulnerable.*	Digital channels: • *Website or page.* • *Social and messaging apps.* Offline channels: • *Face-to-face.* • *Home visits.* • *Meetings.* • *Outreach.*	*e.g.* • *FAQ* • *Social media content (copies)* • *Illustrations/infographics.* • *Video.* • *Leaflet.* • *Posters etc…*	*e.g.* *Arabic etc…*

MESSAGE 2 [High level or overarching message]	*UNHCR relies on availability of external funds to provide lifesaving assistance*	[List the message's sub-points to support overarching message with evidence:] *e.g.* *• The duration and amount of*	Digital channels: • *Website or page* • *Social and messaging apps.* Offline channels: • *Face-to-face.*	*e.g.* • *FAQ* • *Social media content (copies)* • *Illustrations/infographics* • *Video* • *Leaflets,* • *Posters etc…*	*e.g.* *Arabic etc…*

		the cash assistance depends on year and funding availability. • *Funding shortfalls have forced UNHCR, the UN Refugee Agency, to make cuts to its lifesaving aid to refugees and other forcibly displaced people*	• *Home visits.* • *Meetings.* • *Outreach.*		

4.3 Content

Based on key messages presented in this chapter, the UNHCR MENA RB supported the development of the following content.

A. Soundbites

The below soundbites were developed in consultation with UNHCR operation in Lebanon to raise awareness and inform people exposed to potential cash assistance reductions, eligibility criteria and existing channels to appeal related decisions. Soundbites can be used to amplify messages such as FAQs on Help.unhcr.org websites and to make them more accessible or inform communication campaigns and dissemination through social media (country Facebook pages, messaging apps etc.). More guidance on what soundbites are, how to develop and use them is available in the Strategic Communication guidance and learning materials. To request support with specific soundbite development, please email jorammenacbp@unhcr.org. The content is available in English, French, Arabic

Only a few families with most critical needs are considered for assistance
The most vulnerable people receive cash and food from UNHCR/WFP
UNHCR and WFP provide cash based on available funding
Vulnerability assessments are based on existing data
Make sure your file is up to date
Assistance is appropriate to needs
Assistance must be meaningful
Eligibility depends on a combination of different conditions
There are over 50 different conditions
Family size, disabilities in the family among others are all conditions examples
The more conditions households are meeting, the more vulnerable
Selection ensures all families are considered fairly and equally
UNHCR/WFP assess vulnerability conditions once a year
You can appeal decisions related to cash assistance
The appeal system is open for a limited period every year
The appeal system is called Grievance Redress Mechanism
The Grievance Redress Mechanism takes place after the new assistance cycle is announced
All not selected refugees will receive an SMS
Information with link to appeal are included in the eligibility SMS

Call UNHCR to flag any changes to your family situation or contact details
There are alternative types of cash assistance
You may be eligible for cash for protection, shelter or education
There are alternatives to cash assistance
Contact UNHCR for more information about available services
For more information visit [country portal]

B. Frequently Asked Questions (FAQs)

UNHCR's Cash-Based Interventions and Transparency

The below offers a concrete example of Frequently Asked Questions (FAQs) that were developed and tested by the Lebanon operation with the support of the MENA RB ahead of a targeting exercise that was conducted in partnership with WFP in 2022. The FAQs were meant to raise awareness and inform people about cash assistance eligibility criteria and existing grievance mechanisms available to them. FAQs can be used both externally as a standalone output piece for web dissemination (owned website, Help.unhcr.org websites) and internally to tailor messages and develop other communications outputs. FAQs can also be used to support frontline actors and inform communication materials for affected communities (e.g. leaflets). More examples of country specific FAQs from across the MENA region are available under the repository section of this chapter. More guidance on the use of FAQs is available in the Strategic Communication guidance and learning materials. To request support with specific FAQs development, please email jorammenacbp@unhcr.org. The content is available in English and Arabic

Who is benefitting from UNHCR's cash-based interventions?

UNHCR's cash-based interventions program is designed so that the most vulnerable refugees, internally displaced or stateless families receive an amount of assistance to meet their needs.

How does UNHCR ensure the most vulnerable receive cash assistance?

UNHCR involved refugees in the development of a targeting approach. With such approach, a few characteristics have been identified that show which households are most vulnerable and therefore most in need of assistance.

Am I eligible for UNHCR's cash assistance?

Eligibility for cash assistance is based on a combination of characteristics that have been identified to determine which households are most vulnerable and hence in need of assistance. These involve different elements such as family size, disabilities in the family, and many others. Households that meet more than one of these characteristics combined are considered more vulnerable in ranking from the most to the least vulnerable.

Can I trust people who say they can facilitate for me to obtain cash assistance from UNHCR?

No, UNHCR or its partners are the sole responsible to inform about the cash-based intervention program and you should never trust anybody who claims to be able to make you obtain cash assistance from UNHCR under any circumstances. People who make such claims are likely to be fraudulent. They do not give the correct information about the program and will likely ask you for money and then disappear, this is fraud.

For more fraud and misconduct related FAQs visit chapter 2

I believe that I am eligible for cash assistance, but I am not receiving it, how do I complain?

UNHCR is always looking to improve services and wants to hear your feedback. If you have a valid case to receive cash-assistance, you can place a claim for reconsideration of your eligibility. Every UNHCR Office has a procedure in place for claims so you should look for this procedure in the nearest Office.

How do I know if my claim is successful?

After your claim and information will be analyzed, some families will be included in the assistance program. Please be aware that a claim does not lead to automatic inclusion to assistance. Not all families will be included for assistance through this process, and only families who are currently not receiving any assistance will be selected.

Frequently Asked Questions (FAQs)

Reduction in Basic Needs Cash Assistance amount in Communities/Urban in Jordan

Why is UNHCR decreasing the assistance amount?

UNHCR recognizes the challenges you and your family face in meeting your most basic needs. Unfortunately, we have not received enough money from donors to maintain our current cash assistance programme. To support as many refugee families in need as possible, UNHCR is forced to cut the value of the cash assistance starting in May 2024, after Ramadan.

Can I appeal this UNHCR decision to reduce amounts?

No. Due to lower-than-expected donor funding, UNHCR is forced to reduce the amounts, to be able to support as many refugee families as possible.

What is meant by a reduction of assistance transfer value by 25 percent?

The reduction in the amount will go into effect only after Ramadan. If you receive UNHCR cash assistance, this means that you will receive 25% less cash assistance, per month, than you received in the past.

4) Will I get the usual amount of assistance during the month of April?

UNHCR understands that your family has higher expenses during Ramadan. For this reason, UNHCR has delayed the reduction in the value of the cash assistance you may be receiving until after the Eid holidays. The 25 percent reduction in your assistance amount will begin in May 2024.

Will UNHCR return to the usual assistance amount in the future?

UNHCR cannot predict its future funding. UNHCR is forced to reduce the assistance amounts for families on the cash list starting in May 2024 due to reduced donor funding. This reduction will affect all families receiving cash assistance from UNHCR. The assistance amounts are dependent on donor funding to UNHCR, so the future is uncertain.

I reside in the camp. Will the value of the UNHCR assistance I receive decrease too?

No. Refugee families that live in the camps receive significantly less cash assistance than families that live in host communities. This is because their shelter and other basic needs are provided by UNHCR. The quarterly cash assistance that refugees in camps receive will be unchanged in 2024.

Does UNHCR have the ability to know the details of my bank account and detect any transfers that I receive from abroad? If this happens, will receiving these remittances affect my eligibility for cash assistance?

UNHCR does not have access to any of the refugees' banking information, and any transfers that refugees may receive from abroad or inside the country, whether through the bank, exchange shops, or mobile wallets, are private and confidential data for refugees. Please note that cash assistance is not a permanent solution and depends on the availability of funding, eligibility, and giving priority to families who have not previously received it. Therefore, we encourage all refugees to find alternative sources of income (such as obtaining a job or training opportunities), which will help you secure a stable future for you and your families.

C. Text messages

The UNHCR MENA RB has made available a set of standardized messages to communicate with affected people on matters of cash assistance and eligibility in a transparent and timely manner at each stage of the assistance interventions. These messages are available in English, Arabic and French, Oromo, Amharic, Somali and Tigrinya.

The following is an example message on eligibility for cash that can be used for notification purposes via SMS or other direct instant messaging format (WhatsApp, Twilio etc.). The messages can be accessed below.

Download standardized messages

English	Arabic	French	Oromo
Your case [INSERT CASE NUMBER] is eligible for cash assistance for [INSERT DURATION] months from [MM/YY]. You will receive a message when the assistance is ready.	الملف إدراج تم [INSERT CASE NUMBER] المالية المساعدات لاستلام أشهر [INSERT DURATION] لمدة لاحقا ستصلك [MM/YY] من ابتداءا الإستلام بتفاصيل رساله.	Votre dossier [INSERT CASE NUMBER] est éligible pour une assistance financière pour [INSERT DURATION] mois à compter du [MM/ AA]. Vous recevrez un message lorsque l'assistance est prête à être collectée.	*lakkofsa kee { INSERT CASE NUMBER} fudhatama argate gargaarsa mallaqaatiif { INSERT DURAETION} ji'a [MM/YY] isiniif ergama yeroo gargarsii mallaqaa qophayeetti.*

Amharic	Somali	Tigrinya
የእርስዎ [INSERT CASE NUMBER] ለገንዘብ ዕርዳታ የማግኘት [INSERT DURATION] ወራት ከ [ወር/አመት] ብቁ ከሆን የእርዳታ ሂደቱ ዝግጁ በሚሆንበት ጊዜ የጽሁፍ መልእክት ይላክሎታል።	Malafkaaga [INSERT CASE NUMBER] waxa uu xaq u leeyahay kaalma lacageed [INSERT DURATION] bilood laga billaabo [MM/YY]. Waxaa lasoo dirayaa farriin marka Kaalmadu diyaartahay.	ፋይልኩም (INSERT CASE NUMBER) ንገንዘባዊ ሓገዛት ብቁዕ ኮይኑ፡ ን (INSERT DURATION) ኣዋርሕ፡ ካብ (MM/YY)። እቲ ሓገዝ ምስ ተዳለው፡ ናይ ኣስ.ኣም.ኣስ SMS መሰጅ ክመጸኩም እዩ።

4.4 Repository

A. In MENA

UNHCR
The UN Refugee Agency

Eligibility Determination

Who can receive cash assistance from UNHCR or its partners?

Most forms of assistance (including cash) cannot be provided to everyone on an ongoing basis.

UNHCR and partners are only able to provide cash assistance to a limited number of refugees. The assistance is given only to those found to be most in need. You will be notified through SMS if you have been identified as eligible for cash assistance.

The cash assistance provided is time bound and in order to help a refugee cope with his/her vulnerability at a particular point in time.

At the end of the assistance duration UNHCR and partners may support you to access other available services like livelihood

Who are those most in need and receiving this type of assistance?

Those found to be most in need are refugees who have severe challenges in their daily ability to support themselves and their families financially in order to meet their basic needs in Egypt.

Only a small number of families, determined to be most in need will receive this assistance for a specific period of time and subject to further assessments.

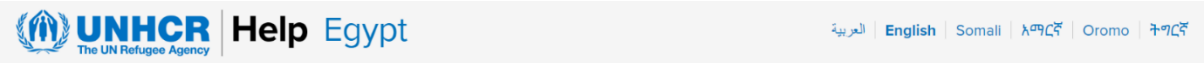
I am not registered with UNHCR. Will I be able to receive cash assistance?

To be assessed for eligibility of UNHCR cash assistance you have to register yourself and your family with UNHCR in Egypt. To know how and where to register, please see contact details at the end of this Q&A

You and your family will be eligible only if you are found to be most in need according to the conditions defined by UNHCR and its partners.

UNHCR Egypt Humanitarian Cash Assistance Booklet

In Egypt, UNHCR issued a booklet to provide comprehensive information about its cash assistance interventions for affected people. The booklet includes a set of Frequently Asked Questions (FAQs) on eligibility criteria and conditions, assessment process, amount to be provided, time frame and distribution system. It also contains information on feedback and complaints mechanisms and fraud prevention. It is available in English and Arabic in printed and digital formats. The same FAQs content is also digitally available on the Egypt UNHCR.Help.org page in Arabic, Somali, Amharic, Oromo and Tigrinya.



Video explainer

The operation in Lebanon designed and published a video explainer on how to use the cash-card in Lebanon. The video can be accessed in UNHCR.help.org Lebanon and the following link How to use your red card at the BoB finance branches in Lebanon (youtube.com)

Additional MENA resources can be accessed in the below links:

Cash Assistance Through Mobile Wallets - UNHCR Jordan
WFP's assistance through mobile wallets for Syrian refugees registered in the community - UNHCR Jordan
Cash Assistance - UNHCR Lebanon
Basic assistance – UNHCR Lebanon
https://help.unhcr.org/iraq/en/help/financial-assistance/

B. Outside MENA

Cash-Hub:

The cash hub contains a comprehensive toolkit to enable the implementation and monitoring of cash-based interventions in humanitarian situations. The toolkit provides guidance and resources on how to communicate with affected people on cash related matters, including related feedback and complaints.

The materials can be accessed in the following link Set up and implementation - Cash Hub (cash-hub.org)