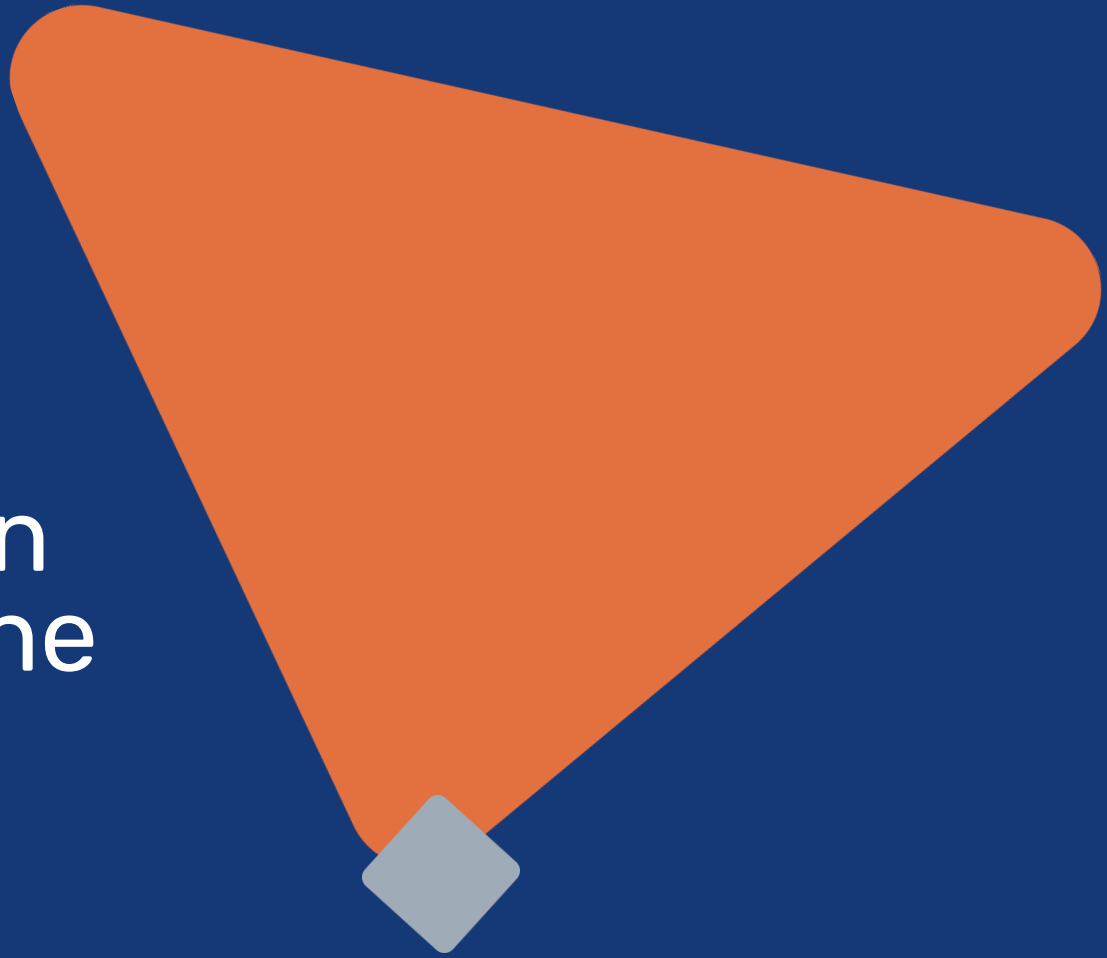
CLEAR Global

Language and communication needs in Ukraine response

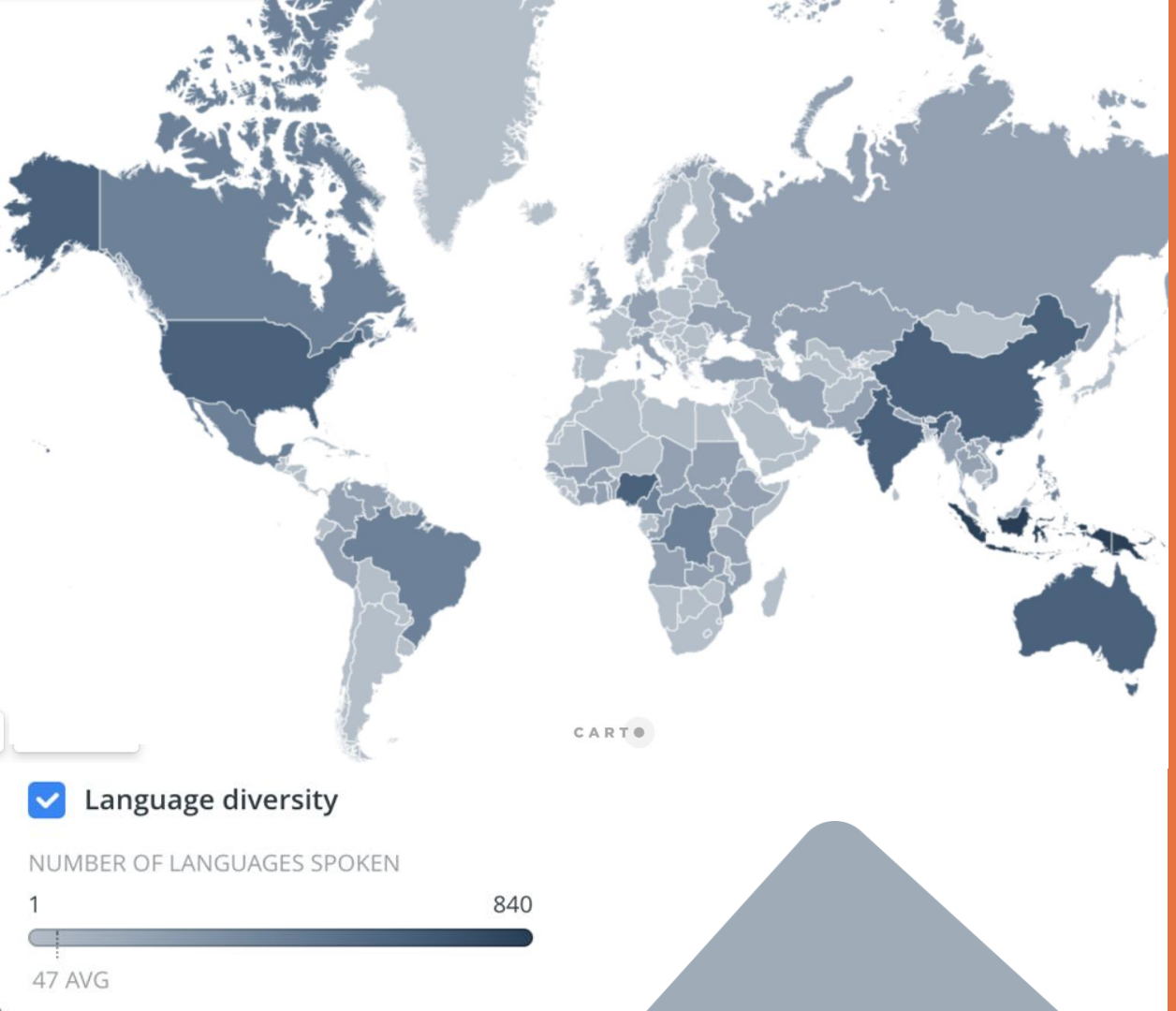


Language can be a driver of vulnerability.

People who speak marginalized languages have more difficulties accessing information and services related to:

- **healthcare,**
- **education and social integration,**
- **migration/forced displacement,**
- **safety and protection,**

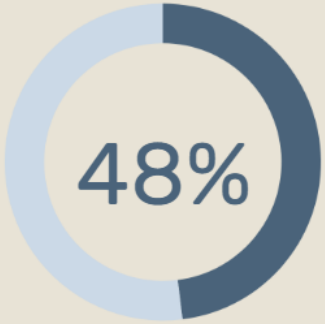
- **and many other aspects that impact their lives directly.**



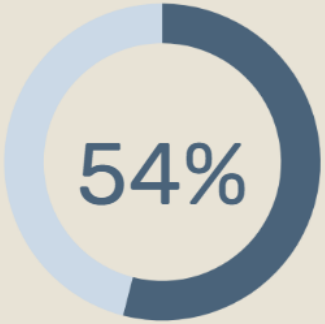
Humanitarian workers don’t always have language capacity to communicate with people they’re helping.

Many organizations don’t even see language as a key factor to effective crisis response.

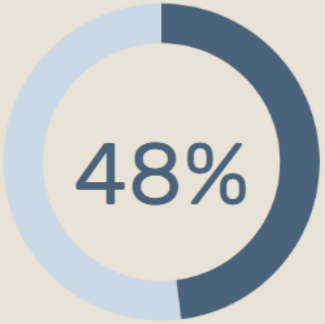
Staff struggle with language, but language budgets are often very limited, if any available



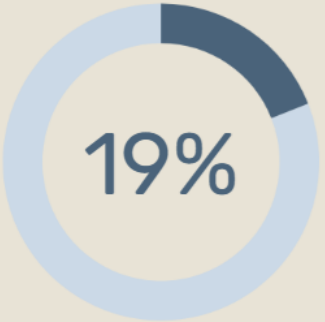
work in a language **different** from their primary language



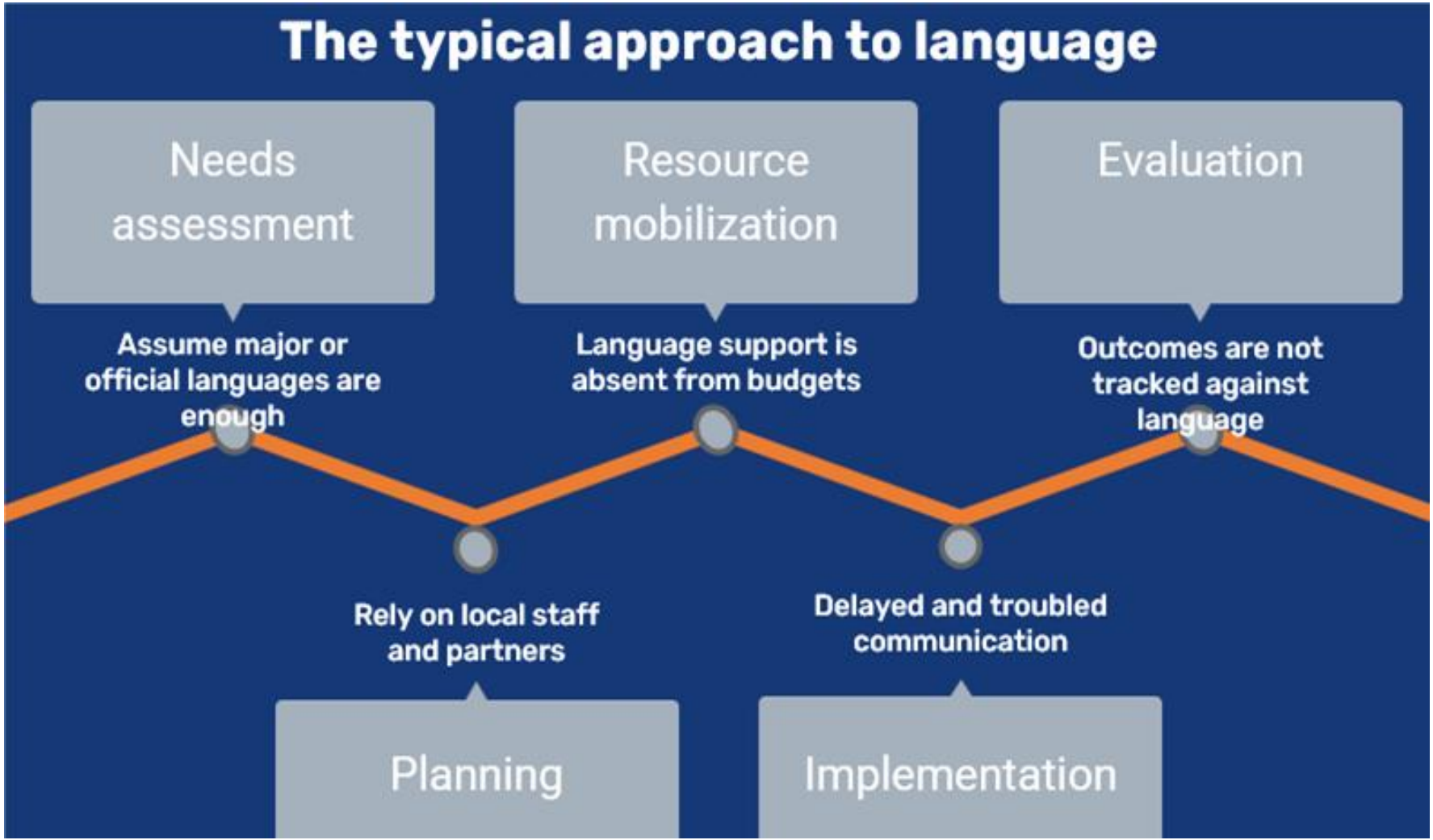
don't speak the language of affected **populations**



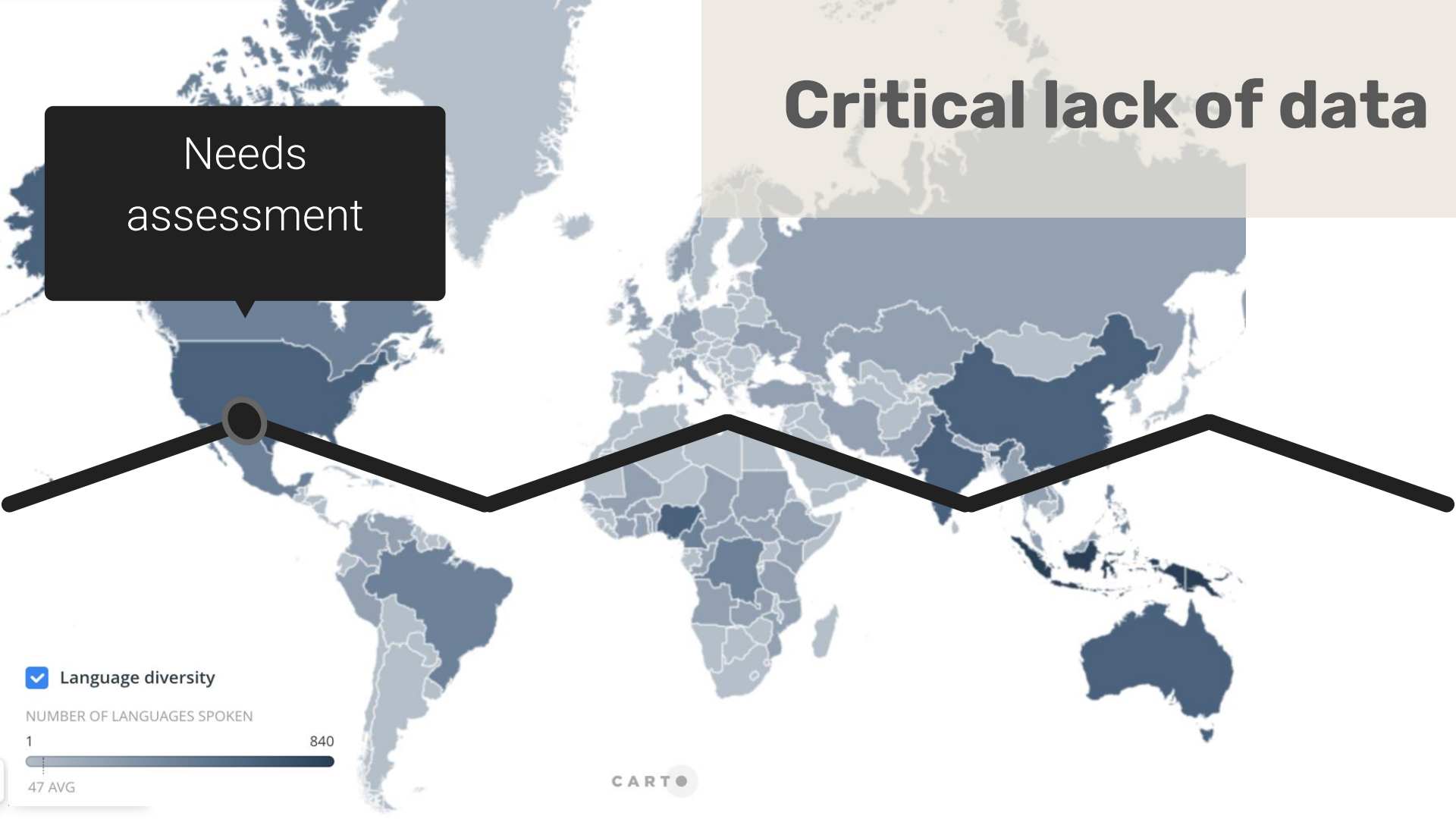
encounter problems related to language **barriers**



find it difficult to do their **work** because of language barriers


The typical approach to language
Needs assessment
Resource mobilization
Evaluation
Assume major or official languages are enough
Language support is absent from budgets
Outcomes are not tracked against language
Rely on local staff and partners
Delayed and troubled communication
Planning
Implementation

Critical lack of data

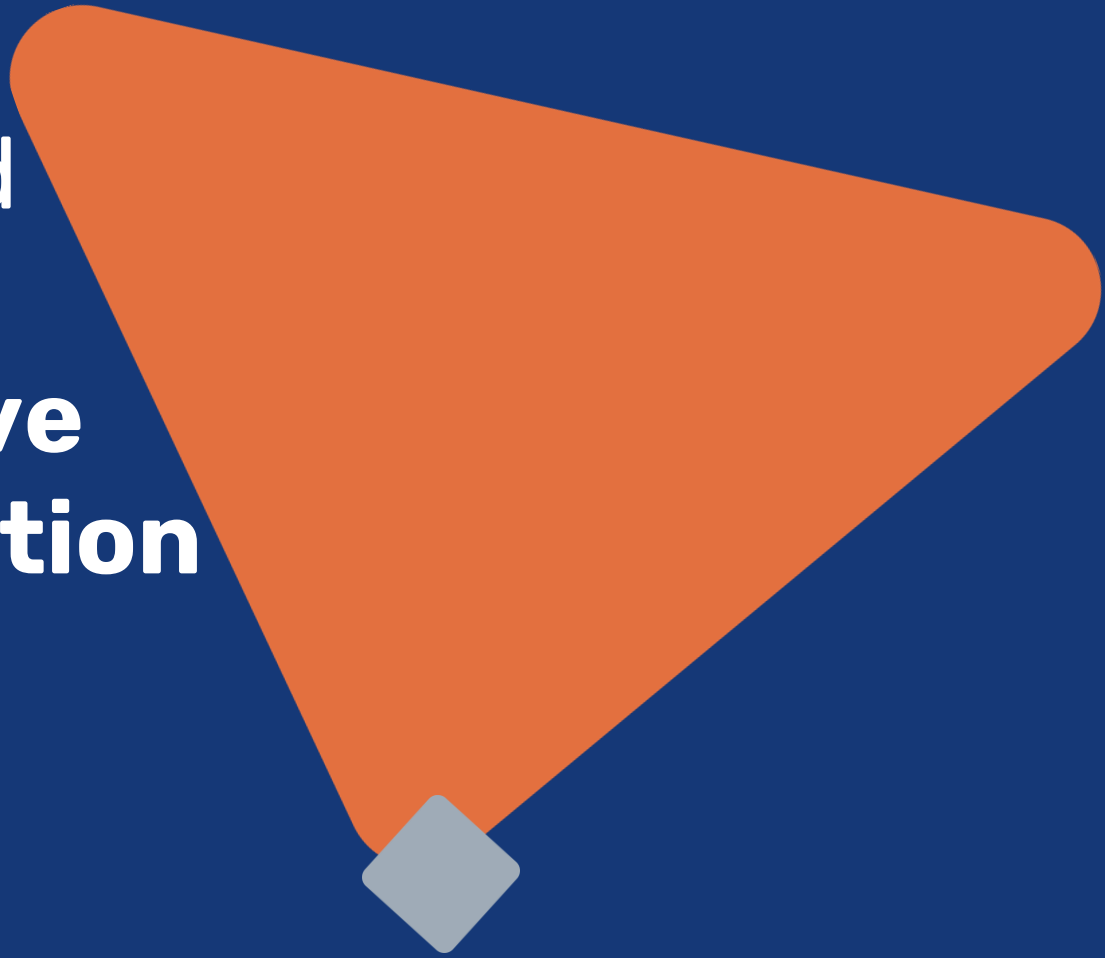


Local language data can inform communication strategies.

Languages of Ukraine

https://clearglobal.org/language-data-for-ukraine

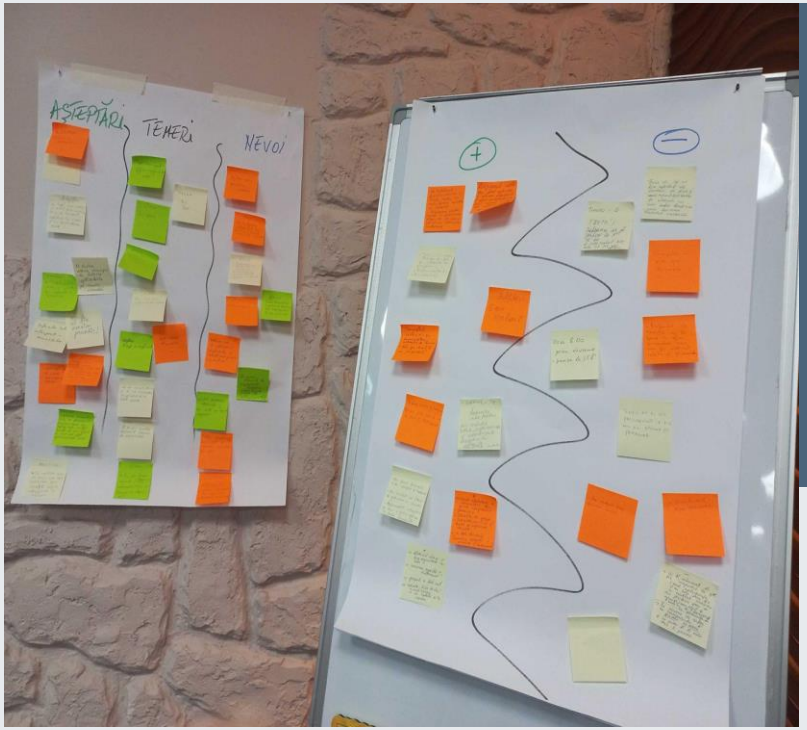
Solutions need collaboration – and **effective communication**



Work with protection colleagues to mitigate risks of language data collection

To fill the gap in humanitarian data on language, add 4 simple questions to multisectorial needs assessment:

1. **What is the main language you speak at home?**
2. **Which language do you prefer to receive written information in?**
3. **Which language do you prefer to receive verbal information in?**
4. **How do you prefer to receive information (in person, radio, TV, poster, leaflet, phone call, SMS, QR code, etc.)?**



‘‘Safeguarding’’ in Romanian language?

Attention to terms

Humanitarian glossaries

https://glossaries.clearglobal.org/

- 200 terms about first humanitarian response (esp. protection, legal and medical terms)

Multilingual PSEA glossary

abuse	ጥቃት	اعتداء	abus	abi	cin zarafi	mmegbu	taciz	su istikla nas
accountability	ተጠያቂነት	مساءلة	responsabilité	responsablite	hisabi	iji ikikere ọchịchị rụọ ọrụ n'ụzọ ziri ezi	mesuliye	muasaba
action plan	የድርጊት መርሐ-ግብር	خطة عمل	plan d'action	plan daksyon	shirin aiki	atụmatụ emereme	eylem khuttası	kutta ta shokol
affected population	ተነጂ የህዝብ ክፍሎች	السكان المتضررين	population affectée	popilasyon afekte	wadanda abu ya shafa	ọnụ ọgụ ndị ometụtara	etkilenen nufüs	nas ali mudariri
associated personnel	ተዛማጅነት ያላቸው ሰዎች ኦ	الأشخاص ذوي الصلة	personnel associé	patnè biznis	mai alhakin gudanarwa	ndị ọrụ ndị ọzọ dị iche iche	ilgili muathaf	zol ta musada
at-risk adult	ተጋላጭ አዋቂ ሰዎች	بالغون معرضون للخطر	adulte vulnérable	granmoun vilnerab	manya da ke cikin hatsari	ihe ga-akpatara okenye nwakpo n'ike maọbụ ihe mmegbu	khatar altında yetişkin	eyal fi katar
behavior	ማህበረሰባዊ የባህሪ	الإعلام	communication visant	kominikasyon sou	tsarin sadarwa	nzisaozi nke mgbanwe	davranış	geru

https://glossaries.clearglobal.org/psea/

Use it online or bookmark it in the browser to have it available offline.

Rethinking pictorial and audio communication

- Format matters
- Voice-based solutions
- Multilingual audio communication

Message = picture

- Contextualize designs.
- Use culturally appropriate characters.
- Use locally appropriate visual structures and features, such as houses, water points, people, clothing, gender markers, etc.
- Keep it short and simple.
- Field-test pictorials for validation.

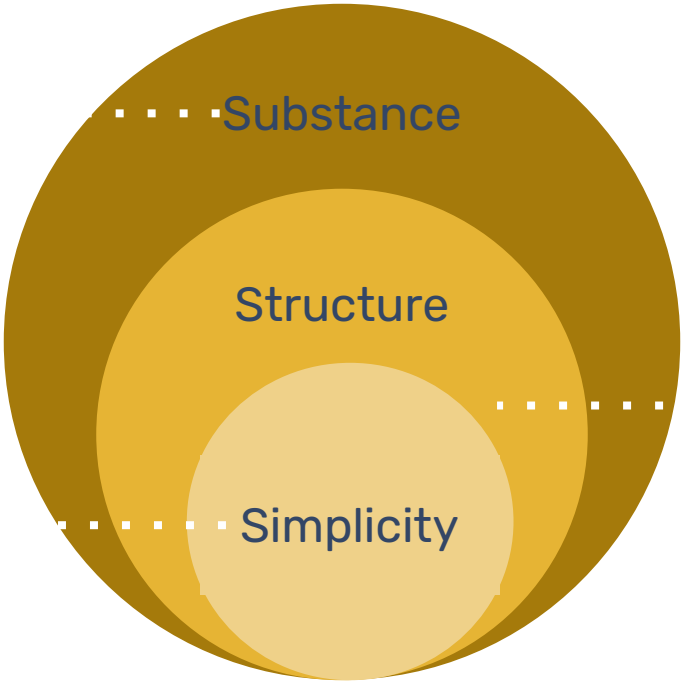
Plain language

“Do summaries. Include boxes with key actions highlighted with bright colors. Put it in bullet points. Here you have many action points and ideas in a paragraph. ***People do not have time, electricity or other conditions to read long sentences. People are in emergency****.”*

- Focus group participant, Beira, Mozambique

Plain language helps people find, understand, and use information.

Be clear about the overarching message and present it consistently.



Arrange the information logically and use design principles to support easy reading.

Choose vocabulary, grammar, and sentence structure to support easy reading.

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.

How can CLEAR Global help?

- Language data and research
- Translation and language services
- Communication channels - various formats and languages, context-based
- Training on language and communication, capacity building
- Plain language editing and testing with users

Scope for improvement

- Gather language data
- Find partners and train interpreters and translators
- Use plain language principles to create guidance and communication materials
- Gather and share terms and euphemisms
- Test pictorial communication
- Create audio feedback and reporting channels
- Disaggregate reporting and service use by language

Resources

- **Recommendations for language data collection**
  https://blog.cartong.org/2020/09/25/20-language-tips-for-effective-humanitarian-data-collection/

- **CLEAR Global safeguarding terminology resources**
  https://clearglobal.org/safeguarding-and-psea/

- **TWB guide to writing in plain language**
  https://translatorswithoutborders.org/wp-content/uploads/2020/04/Plain-Language_Write-Clearly.pdf

- **How to consider language when researching Sexual Exploitation, Abuse and Sexual Harassment (SEAH)**
  https://safeguardingsupporthub.org/documents/how-consider-language-when-researching-sexual-exploitation-abuse-and-sexual-harassment

Resources

- **Core PSEA principles x 100 languages**
  https://translatorswithoutborders.org/psea-translated

- **“No Excuse for Abuse” training video in multiple languages**
  https://www.interaction.org/blog/no-excuse-for-abuse

- **Multilingual PSEA Glossary**
  https://glossaries.clearglobal.org/psea/

- **CLEAR Global language data maps**
  https://clearglobal.org/language-maps-and-data/

- **Ukraine language resources**
  https://clearglobal.org/ukraine-appeal/

Resources

- **Tips on language in SEAH research**
  https://safeguardingsupporthub.org/documents/how-consider-language-when-researching-sexual-exploitation-abuse-and-sexual-harassment

- **Romani language factsheet**
  https://clearglobal.org/wp-content/uploads/2022/08/CLEAR-Global-Romani-language-factsheet.pdf

- **Training Course on Humanitarian Translation**
  https://elearn.translatorswb.org/course/view.php?id=4

- **Training Course on Humanitarian Interpretation**
  https://elearn.translatorswb.org/course/view.php?id=2

- **Tip sheets on interpreting on sensitive topics**
  https://clearglobal.org/ukraine-appeal

CLEAR Global

Thank you and for any additional information or resources please reach out to:

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