



IOM • OIM

IOM HAITI MEDIA AND COMMUNICATION



Media and Communication



Overview

Communication for social change allows people to improve their lives through civic participation in governance—which has historically been weak in Haiti. Media is also a tool for development, as the use of media to express needs, dissatisfaction, etc. enhances public services and empowers marginalized groups.

A Creole language newspaper *Chimen Lakay* or 'The Way Home' targets low literacy Haitians, i.e. some 80% of the population.

The *lingua franca* of the Haitian population is creole, but newspapers and much official communication is in French. In order to serve the most vulnerable (and frequently illiterate) members of society, IOM produces culturally appropriate creole language public service communications using video, cartoons and radio. The story-telling approach fills a vacuum of civic communications. Life saving messages are produced on demand for a variety of humanitarian actors, including UNICEF, USAID, GOH, IDB, ILO etc

Presented in the form of a colorful comic strip adventure story, *Chimen Lakay* offers advice in an accessible form on subjects such as hurricane preparedness, cholera prevention and public health,

fire safety for IDP living in camps, road safety, domestic violence and women's rights, child protection and the strategy of return programmes.

YouTube

Edit Enhancements Audio Annotations

Chimen Lakay - child labour

IOMHaiti Subscribe 26 videos



Two-Way Communication with beneficiaries

A two-way communication strategy underpins all IOM communications with the vulnerable. First community mobilizers meet beneficiaries in camps and communities to assess the situation and listen to their priorities.

This is known as participatory media because it involves the local community/target group from the outset.



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Radio Tap Tap

IOM produces recorded dramas designed to be played on the public busses or tap taps that criss-cross Haiti. The programs are also broadcast on a network of community stations in Haiti and on the UN's MINUSTAH FM national radio network. Audience participation is encouraged and listeners are offered a small prize for calling in to a toll free number with answers to set questions. The subjects raised include hurricane preparedness, violence against women, counter-trafficking, cholera prevention and other WASH issues.



Humanitarian volunteer response and call center

IOM has supported Noul.ht, a Haitian humanitarian volunteer response center which combines crowd-sourcing with a call center. The Government of Haiti has nominated Noul as one of its core humanitarian call centers and relies on it to filter urgent messages from the population, especially during crises, and



passing them to the first responders. The call center has come into its own by saving lives during carnival and providing a public alert system during hurricanes.

Voice of the Voiceless

IOM received and carefully catalogued collected more than 2,500 letters from beneficiaries. Many letters provided a unique insight into the suffering of hardworking families whose lives have been significantly altered by the quake. Discussions are underway with Florida International University (FIU) and the digital Library of the Caribbean (DLOC) to restore the letters, preserve them for posterity and digitally store them. The hard copies will be returned to Haiti once a secure place can host them, either the Haitian National Archives or National Library of Haiti.

*Croix des bouquets
Hilaire X*

To the members of all concerned organizations

Thank you for understanding our suffering. I see that you are trying to address many of our problems and some of our greatest needs. I have only two lines to write: Among us are people who have lost a parent, a friend, neighbors, people who were close and even our jobs. When the terrible catastrophe befall us, it affected so many aspects of our lives, we are stressed, we are starving we desperately need work. I, for example, lost my husband on 8 May 2010. He had a stomach ulcer and died from lack of food after we lost our business in the earthquake.

Now, I have three children to feed and send to school. I'm not so old, but I have to work to get the money I need to get my business going and to look after my children. Please do something for me. We do not want to die

Tap Tap Sitcom

An all Haitian sitcom has been produced portraying the every-day life of a Tap Tap (local transport) driver in Port au Prince. This was developed to facilitate communication about the return from camps to communities, such as the 16/6 program (facilitating IDPs living in camps to return to their pre-earthquake community of origin). Sitcom episodes foster a positive image of Haitian daily life.



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