

APPENDIX E | Developing a Strategy for Printed Materials

Dissemination of printed materials is critical in terms of awareness raising — especially since it can be a way of reaching refugees and migrants who are in rapid transit or who prefer not to pass through service provider offices on their journey. This may especially be the case for women, girls, and people with diverse sexual orientation and gender identity who are more exposed to SGBV.

Providers along the Guatemala-Mexico border already use a variety of printed materials to disseminate information about refugees’ and migrants’ legal rights, available services, and the road ahead. These often take the form of pamphlets, strips of paper, or even mini newspapers. Content varies: for example, they may contain general information about asylum, immigration, and healthcare rights in Mexico or they may simply introduce shelters along the route. Researchers heard few examples of printed material specifically mentioning SGBV or the availability of relevant services.

As noted in the report recommendations, providers should develop SGBV-specific printed materials. To improve the reach and impact of these materials, they should consider ways to reach a displaced population specifically characterized by: a.) diverse identities and abilities, b.) conservative norms regarding gender, SGBV, sexual and reproductive health, c.) rapid and evolving movement, d.) diverse displacement profiles, e.) legal and social insecurity and protection needs, and f.) physical insecurity and protection needs.

Developing and distributing printed materials about SGBV

Local providers are best-placed to develop context-specific strategies for printed materials about SGBV. Below, we propose a simple framework for facilitating a discussion about both content and method of dissemination in light of the specific migrant and refugee populations served.

Migrant and refugee perspectives

In preparing to think through content of SGBV-specific printed materials, it is important to take migrants’ and refugees’ perspectives into account. For example, focus group discussions could be facilitated with migrants and refugees (current or even former) to identify their most urgent needs and concerns about SGBV. Part of such a discussion could inform the development and dissemination of printed materials. What information would they want or have wanted in printed materials? What formats are most useful? What are the safest and most effective ways to distribute this information? This discussion should be conducted with diverse population groups — eg, older women, younger women, men, boys, girls, and LGBTI individuals, all from diverse backgrounds. The following table proposes a framework for discussion.

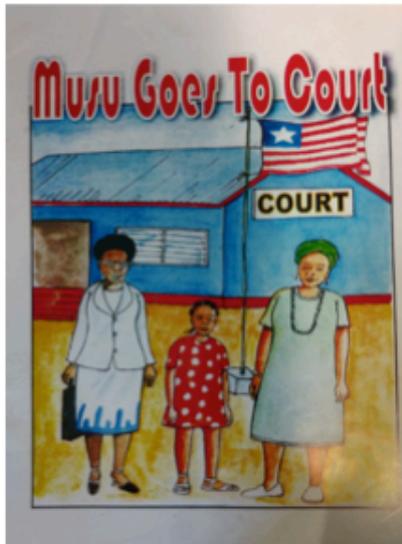
Refugee / Migrant Group	SGBV-related information needs	Concerns and suggestions re: content, format, distribution
CHILDREN: GIRLS, BOYS (under age 15)		
YOUTH: WOMEN, MEN (age 15-29)		
ADULTS: WOMEN, MEN (age 30-55)		
OLDER PEOPLE: WOMEN, MEN (age 55+)		
LGBTI INDIVIDUALS (for each age category, address gay men, lesbians, trans individuals separately)		
OTHER?		

Provider brainstorm about content

Ideally building off of migrants’ and refugees’ perspectives, local providers are well-positioned to strategize about content of SGBV-related materials. We propose facilitating a provider brainstorming session about ways to tailor content of SGBV-related printed materials to target populations. In preparation, it could be helpful to assemble examples of existing materials in advance, so they can be reviewed and evaluated as a group.

The table below provides a sample framework for subsequent provider discussion:

Population, context considerations (suggested only)	Possible approaches to content (suggested only)	Existing materials (providers to evaluate)	New ideas for SGBV materials (providers to identify)
DIVERSE IDENTITIES & ABILITIES	<ul style="list-style-type: none"> Identify and use local terms used by different population groups for sex, body parts, violence (i.e. according to diversity in ages, languages, and cultural references) Use graphic forms (cartoons, maps, other illustrations) Offer easy-to-memorize information 	How do our current printed materials take diverse identities and abilities into account, including differences in language and literacy?	What SGBV-related content would be appropriate given migrants' and refugees' diverse identities and abilities? Consider age, gender identity, sexual orientation, social & ethnic origin, languages, education levels, family composition, abilities and impairments, etc.
CONSERVATIVE NORMS RE: GENDER, SGBV, SEXUAL & REPRODUCTIVE HEALTH	<ul style="list-style-type: none"> Identify and use local terms used by different population groups for sex, body parts, violence Frame SGBV in terms of health and well-being Note that SGBV can take many forms and is never right; it happens to men, women, children; it can hurt our bodies and hearts Note that whatever happens to someone, they have the right to get help Include LGBTI-specific services alongside other service provision lists; use safe language advised by LGBTI advocates 	How do our current printed materials take refugees' and migrants' social norms into account?	What SGBV-related content would be appropriate given migrants' and refugees' norms around gender, SGBV, sexual and reproductive health?
RAPID & EVOLVING MOVEMENT	<ul style="list-style-type: none"> Introduce SGBV generally, noting that it can take many forms and is never OK Summarize legal rights (protection, healthcare, immigration, asylum) Note national hotline Note services available across wide geographic areas Introduce possible self-care techniques 	How do our current printed materials take rapid and evolving movement into account?	What SGBV-related content would be appropriate given migrants' and refugees' rapid and evolving patterns of movement through the region?
DIVERSE DISPLACEMENT PROFILES	<ul style="list-style-type: none"> Consult legal experts to identify key differences in legal rights according to displacement profiles Note rights and resources both in-country and cross-border 	How do our current printed materials take diverse displacement profiles into account?	What SGBV-related content would be appropriate given migrants' and refugees' diverse displacement profiles? Consider refugees, asylum seekers, IDPs, people in transit, returnees, migrants, etc.
LEGAL & SOCIAL INSECURITY & PROTECTION NEEDS	<ul style="list-style-type: none"> Address legal rights (protection, healthcare, immigration, asylum) Frame SGBV-related services as healthcare services available to citizens and non-citizens alike 	How do our current printed materials take legal and social insecurity, protection needs into account?	What SGBV-related content would be appropriate given legal and social insecurity & protection needs for refugees and migrants?
PHYSICAL INSECURITY & PROTECTION NEEDS	<ul style="list-style-type: none"> Note that services are private and confidential (if that can be said) Minimize potential impression that holder of printed matter is a victim or plans to report crime Offer easy-to-memorize information Note national hotline Use easily identifiable "safe" logos (eg, UNHCR, Red Cross) 	How do our current printed materials take physical insecurity and protection needs into account?	What SGBV-related content would be appropriate given migrants' and refugees' physical insecurity, including risk of violence, and protection needs? How does this change during each phase of displacement?



Graphic forms can be effective ways to reach populations of mixed literacy levels.

This simple comic book called “Musu Goes to Court” was developed in Liberia by the Ministry of Justice and its partners to help explain the legal process to child survivors of sexual violence who may need to testify in court in Monrovia. The booklet was also viewed as helpful to adults who had little formal education.

Photo credit: Kim Thuy Seelinger

Provider brainstorm about dissemination

In addition to format and content of printed materials, providers could also take a fresh look at whether current methods of distribution can be improved generally and for SGBV-related materials in particular. Some questions to consider in that reflection include:

- What is the printed information (form and content) we currently have?
- Who is the intended audience and how do they travel?
- Are we currently reaching those groups effectively? Where can they be safely and reliably reached? Which potential partners are working in those locations, spaces (eg, organizations with mobile clinics)?
- How can printed material about SGBV be distributed to our different target audiences?
- What additional methods / sites of distribution should be considered for SGBV-related materials, given these target audiences? How can we ensure accessibility of materials for individuals with visual and hearing impairments?
- Who are natural partners for distribution in civil society and state institutions?
- How can we monitor and evaluate impact of our dissemination systems?