Azraq Mass Communications Assessment

Camp Services and Assistance Information

Total camp population*: 29,992

This assessment was conducted in association with UNHCR, and aimed to provide information on the formal communication channels through which camp-related information is disseminated within Azraq camp. 16 key services and assistance initiatives were identified by REACH and UNHCR. Data collection occurred between December 20-30, 2015, and comprised both quantitative and qualitative components¹. Interviews were conducted in 736 households randomly selected from UNHCR lists of inhabited households. 8 focus group discussions (FGDs) were also conducted, and interviews with 15 key informants (KIs) completed, to contextualise quantitative survey findings. Questions were asked relating to adequacy of access to information regarding these services and level of trust of these sources. The results shown here aim to help actors in improving and tailoring information dissemination channels to address the needs identified by Azraq camp residents.

*Source UNHCR data portal (19th January 2016)

¹Data was collected only in inhabited villages (3 and 6)

December 2015

Number of sectors with adequate or very adequate access to important information

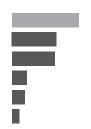
12/16

Percentage of respondents who reported an inability to access important information relating to camp services:

44%

Information Sources for Camp Services

Most reported source of information commonly used regarding camp services and assistance:



- 36% Friends, neighbours, and family
- 24% Text message (SMS)
- 23% Leaflets
- 7% Posters in Public Spaces
- 6% Other
- 4% Community Centre

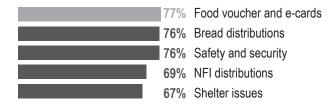
The most commonly used information source was found to vary depending on the date of arrival in Azraq camp.

- 35% of earliest arrivals (April-October 2014) reported that SMS text messages were the most used source of information, whilst only 11% of the most recent arrivals (May-December 2015) reported this.
- Perceptions of FGD participants also indicated that newer arrivals are less likely to access information from SMS dissemination, despite new arrivals registering phone numbers in CARE's beneficiaries list.
- These findings suggest a comprehensive review of CARE's list is needed to ensure all beneficiaries are being reached.

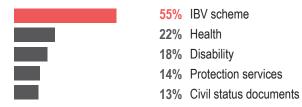
Information About Camp Services

The majority of respondents found access to information for 12 of the 16 services was either adequate or very adequate.

Top 5 sectors rated **adequate or very adequate** in terms of access to information*:



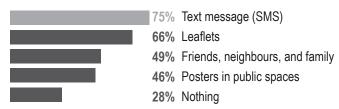
Primary 5 sectors rated as **inadequate or very inadequate** in terms of information according to respondents:



'Respondents were asked to rate each sector on a 5 point scale from very adequate to very inadequate.

Most Trusted Information Sources

Reported information sources ranked as either first, second or third most trusted*:



*Respondents could choose multiple options

Reasons for Inadequacy

The reported reasons cited for inadequacy in access to information regarding health services predominantly relate to:

- Survey respondents identified receiving incorrect information (43%) and insufficiently detailed information (37%) as the main reasons for inadequate access.
- FGD participants highlighted information about medical facilities and their opening hours as a key areas where better information dissemination is needed.

Reported reasons cited for inadequacy in access to information regarding the IBV scheme:

- Insufficiently detailed information (44%), not recieving a response after an inquiry for information (40%) and incorrect information being provided (36%) were cited as the main reasons according to respondents.
- FGD participants highlighted issues such as lack of knowledge about which
 organisations are invovled in the scheme, when IBV opportunities become
 available, application procedures and selection criteria. This suggests that
 these areas should be improved in future.

Information Gaps and Needs

Of those respondents who reported information gaps, 22% related to services to children, 17% to reunification with famility in Za'atari camp or the host community, and 15% related to news about Syria.

Proportion of people who feel there are information gaps:





