

# PSEA AT THE FRONTLINE

## TOGETHER WE SAY NO TO SEXUAL EXPLOITATION AND ABUSE

### “HOW TO GUIDE” TO COMMUNICATION

The “PSEA at the Frontline” initiative is aimed at providing **frontline workers and partners**, who interact directly with affected populations and beneficiaries, with critical knowledge on protection from sexual exploitation and abuse (PSEA) through a dedicated multilingual package consisting of **simplified communication materials and messaging**.

Frontline workers and partners may include:

**Drivers, Security Guards, Financial and other Service Providers, Registration Clerks, Data Collectors and Enumerators, Food and Non-Food Item Distributors, Cleaners,**

**Translators, NGO partner staff or any staff or partner providing direct assistance or services to beneficiaries or affected populations, particularly those within humanitarian contexts.**

This short “How to Guide” was written for humanitarian staff who play a key role in communicating PSEA messaging to staff, partners, and other PSEA stakeholders. The Guide provides guidance on the different types of communication materials and messaging and how best to use the materials to ensure the greatest impact.

### About PSEA at the Frontline Communication Materials

PRINTED MATERIALS	AUDIOS	MULTI-MEDIA (ANIMATION/POP-UPS)
<p>Materials have been developed in highly illustrated print, audio, and multimedia (animation/pop-ups) formats and are available in the following 22 languages:</p> <p><b>Amharic, Arabic, Bahasa, Bambara, Bangla, Dari, DRC Swahili, English, French, Fulfulde, Haitian Creole, Hausa, Juba Arabic, Lingala, Myanmar language, Nepalese,</b></p>		<p><b>Pashto, Portuguese, Spanish, Swahili, Tigrinya and Turkish.</b></p> <p>Selected print materials have also been tailored for the Ukraine response with adaptations available in 5 additional languages: <b>Ukrainian, Polish, Romanian, Russian and Slovak.</b></p>

### How to access the Communication Materials

You can access the communication materials from the following link: [PSEA at the Frontline – Together We Say No / IASC / PSEA](#) or directly via the IASC website under PSEA at the Frontline. Materials are searchable by language and product type. Step by step instructions are provided below.

**STEP 1:** Click on the above link and filter by language or product type

**STEP 2:** Review and select

**STEP 3:** Download the chosen print materials, audios, or multi-media (animation and pop-up messages)

**STEP 4:** For the print materials, there is space to add the country- programme-specific reporting channels (e.g. hotline, QR code, email address, WhatsApp number, etc.) Make sure to add the relevant reporting channels to the materials before distributing them.

### Using the Communication Materials

Please share and distribute the communication materials as widely as possible with all frontline workers, staff and partners; display in highly visible locations and play the audios and animations where staff and partner staff frequent. Ensure key messages pop-up on tablets or other electronics, and logbook covers for drivers are used in all vehicles. Distribute notebooks, leaflets, postcards and stickers, etc. Be creative! Below is some guidance on how to use the materials.

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Communication Material	Description	Target Audience	Where to Use	When to Use	How to Use
<b>Highly Illustrated Print Material</b>	Highly illustrated print products, including posters, leaflets, postcards, stickers, notebooks and a logbook for drivers	All frontline workers/ partners	<p>Given to individuals: for example, Logbooks given to drivers/commercial transporters</p> <p>Leaflets and postcards given to all or made available for workers to pick up</p> <p>Notebook covers printed onto notebooks and given to drivers/enumerators, field monitors, NGO staff etc.</p> <p>Stickers added to clipboards, plain notebooks etc.</p> <p>Posters displayed throughout offices and field locations.</p> <p>Materials projected and copies shared during formal training sessions/informal discussion groups</p>	<p>When new staff or partner staff join; use regular reminders for existing staff or partners</p> <p>Use the print materials to promote discussion on PSEA amongst staff</p>	<p>For individuals: print all/relevant products for workers and display prominently. Where print items are given to individuals, consider affixing together with the "PSEA at the Frontline" logo postcard and sharing in:</p> <ul style="list-style-type: none"> <li>- Envelopes with PSEA at the Frontline logo stickers</li> <li>- Clipboards with PSEA at the Frontline logo stickers</li> <li>- PSEA at the Frontline branded bags</li> </ul> <p>Print material can also be shared and used digitally.</p> <p>For print materials, there is space to add the country- programme-specific reporting channels (e.g. hotline, QR code, email address, WhatsApp number, etc.) Make sure to add the relevant reporting channels to the materials before distributing them. The tool can be edited on software such as Adobe.</p>
<b>Audio Messages</b>	<ol style="list-style-type: none"> <li>1. Short audio conversations</li> <li>2. Short audio messages</li> </ol>	<p>Drivers/Commercial Transporters</p> <p>All frontline workers/ partners</p>	<p>On radio, mobile phones, from vehicles. At humanitarian facilities and/or during staff events</p>	<p>Every opportunity for individual and group listening</p> <p>Use the audios to promote discussion on PSEA amongst staff and partners</p>	<p>The audio files have been designed to be played from vehicle audio systems via USB or from connections to drivers' mobile phones and from fixed speakers in buildings.</p>
<b>Multimedia Tools (animations and pop-up messaging)</b>	<ol style="list-style-type: none"> <li>1. Short, animated animations</li> <li>2. Animated text pop-up messages</li> </ol>	<p>Registration clerks/ Enumerators/Data collectors</p> <p>All frontline workers/ partners</p>	<p>On phones, tablets and laptops</p>	<p>During data collectors' work in field locations.</p> <p>Every opportunity for individual and group listening</p> <p>Use the animations to promote discussion on PSEA amongst staff and partners</p>	<p>To be integrated with data collection devices and platforms.</p> <p>Short animations have been produced in a mp4 format.</p> <p>The animated text messages have been produced as GIFs, which can be shared through WhatsApp and other messaging platforms.</p> <p>They can be played on screens in highly frequented areas, used as screensavers, and more</p>



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### Additional Information

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A PSEA at the Frontline visibility package, including banners, bags, stickers and more, has been designed and is available for your use in all languages.

For any queries, please contact WFP: [wfp.psea@wfp.org](mailto:wfp.psea@wfp.org) or IOM: [PSEA-SH@iom.int](mailto:PSEA-SH@iom.int)

*The project materials were adapted from products developed by the Rooftop design agency in partnership with Habitat for Humanity International, Oxfam International and WaterAid, and made possible in part through the support of InterAction. We would like to thank them for the inspiration and access to these resources.*