



# External Evaluation Report

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## Humanitarian Access Communication Project

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## Executive Summary:

Access is a fundamental pre-requisite to effective humanitarian action. Evidence has shown that humanitarian organizations can establish and maintain effective humanitarian access by adhering to the humanitarian principles of humanity, neutrality, impartiality and independence<sup>1</sup>. The humanitarian access communication project has been implemented to improve the access to the services provided by the humanitarian organizations in Afghanistan. The HACP targets the general population's perception regarding humanitarian organizations and humanitarian principles, through its radio programs aired via BBC and Salam Watandar. In addition, the project also works with a group of partner NGOs (PSG - Project Support Group) to improve coordination among the NGOs and to promote the implementation of humanitarian principles by the PSG members.

An assessment was carried out to document the effectiveness, impact and relevance of the activities of the HACP--particularly the effectiveness, impact and relevance of the media component of the project. The evaluation team reviewed project related documents. In addition, data was collected from the target groups in the following manner:

1. A survey conducted in four provinces of Afghanistan;
2. Focus Group Discussions among the general population in the four provinces;
3. Conduction of key informant interviews among the NGOs who were the member of the Project Support Group. The data was also compared with the baseline data collected by AEPO.

Some of the main findings are as follows:

- Radio is found to be an appropriate medium of communication as 76% of the respondents have reported listening to the radio, and on average respondents (those who have reported listening to the radio) listen to the radio about 2.3 hours every day.
- The two radio broadcasters through which HACP messages are aired, have high listenership among the general population, as about 57% of the respondents reported listening to the radio programs of BBC while 31% of the respondents listened to radio programs of Salam Watandar. Among those who reported listening to BBC, approximately 60% (n=168) reported listening to New Home New Life (NHNL) program of BBC and, among those who have reported listening to Salam Watandar, 12% (n=31) respondents have reported to have listened to the "HIS" program of Salam Watandar.
- A large proportion (70%) of the radio listeners were able to recall the specific messages (HACP designed messages) that were aired through NHNL program of BBC. However, only 62% of the listeners were able to correctly name the issues discussed in the Humanitarian Information System (HIS) program.
- Respondents were able to identify the different entities involved in aid sector in Afghanistan however confusion persists in differentiation of the entities from one another. About 49% of respondents have reported NGOs as the main entity that has implemented development or aid-related projects in the 47 villages from which data has been collected. 34% of the respondents

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<sup>1</sup> UNOCHA, [https://docs.unocha.org/sites/dms/Documents/OOM\\_HumPrinciple\\_English.pdf](https://docs.unocha.org/sites/dms/Documents/OOM_HumPrinciple_English.pdf)

were able to name the implementing NGOs. However, UN agencies, PRTs and USAID were categorized as NGOs by some of the respondents. This signifies that respondents were not able to distinguish between different humanitarian actors. Even the National Solidarity Program (NSP), a rural development program of the Ministry of Rehabilitation and Rural Development, was perceived as an NGO by a small proportion of the respondents.

- Most of the respondents had positive perceptions about the aim of the NGOs working in Afghanistan, as 56% reported "helping the poor and needy" as the aim of most NGOs. Approximately 42% reported "alleviation of human suffering" as the aim of most of NGOs working in Afghanistan. However, a small number of participants have reported "earning money" or "helping the influential people" as the aim of the NGOs working in Afghanistan.
- Positive perception about the aim of the NGOs working in Afghanistan was associated with listening to NHNL, through which the HACP messages were communicated to the general population. However, listening to HIS was not shown to be associated with positive perception about the aim of the NGOs. It was not possible to compare the perception about the aim of NGOs with the AEPO baseline study, in which only qualitative data was collected. However, the data from FGDs shows that similar themes were reported by the respondents as were discussed in the AEPO baseline study, with greater number of FDG participants reporting a consensus about the purpose of NGOs working in Afghanistan.
- International-NGOs were given a higher trust score than the national-NGOs, UN organizations and PRTs, with minor regional variation in the trust scores.
- Higher trust scores of I-NGOs and N-NGOs are found to be associated with listenership of the radio programs of the HACP.
- The data shows that those who have listened to radio programs of HACP have 9 times higher trust of I-NGOs as compared to those who have not listened to the radio programs with a p-value of 0.012.
- Awareness about humanitarian principles is reported to be 1.98 times ( $p=0.02$ ) higher in those who have listened to NHNL as compared to those who do not listen to NHNL, while it is 2 times ( $p=0.01$ ) higher in those who have listened to Salam Watandar as compared to those who don't listen to Salam Watandar.
- A positive association between listening to the radio and perceived access to the humanitarian organizations among the respondents have been reported. However, this association is not statistically significant. The data shows that perception, regarding ease to communicate with NGOs about their problems and ease to complain to NGOs about inappropriate aid distribution, was 0.12 times higher among radio program listeners as compared to those who do not listen to the radio.

To sum up, the data shows that the media component of HACP has positively affected perception of the general public about humanitarian organizations. The radio programs designed by the project are listened to by a large proportion of the population and the messages aired by the broadcasters had a high recall rate among the listeners. The media component has contributed in bringing about changes in the awareness level of population regarding the humanitarian principles. The radio listenership has contributed to positive changes in trust of the general population of humanitarian organizations and has

also improved the perceived access among the general population. However, the media component can be strengthened to create the desired changes by introducing a community mobilization component and an interpersonal communication component to its mass media component. The project should introduce a number of motivational strategies to improve the coordination among the PSG members and promote the implementation of humanitarian principles by the PSG members. Also, the project should strengthen the design media component, by developing a well mapped program framework for the media component with a strong monitoring component, to enhance the effect of the messages communicated to the target groups.

## **Background and Introduction:**

### **Introduction:**

Humanitarian access has two distinct dimensions: (1) humanitarian actor's ability to reach the population affected by a natural or manmade tragedy, and (2) the affected-population's ability to reach humanitarian assistance and services. Complete and unrestricted access means the ability of a humanitarian organization to establish operations, mobilize resources, establish channels, provide services to the affected population, and the ability of the affected populations to utilize the available services. Access is considered as a fundamental pre-requisite to effective humanitarian action.

Evidence has shown that humanitarian actors' ability to establish and maintain humanitarian access is related to their adherence to humanitarian principles<sup>2</sup>--*humanity, neutrality, impartiality and independence*. The four principles are considered as the foundations of humanitarian action and are central to establishing and maintaining access to affected people.

### **Background:**

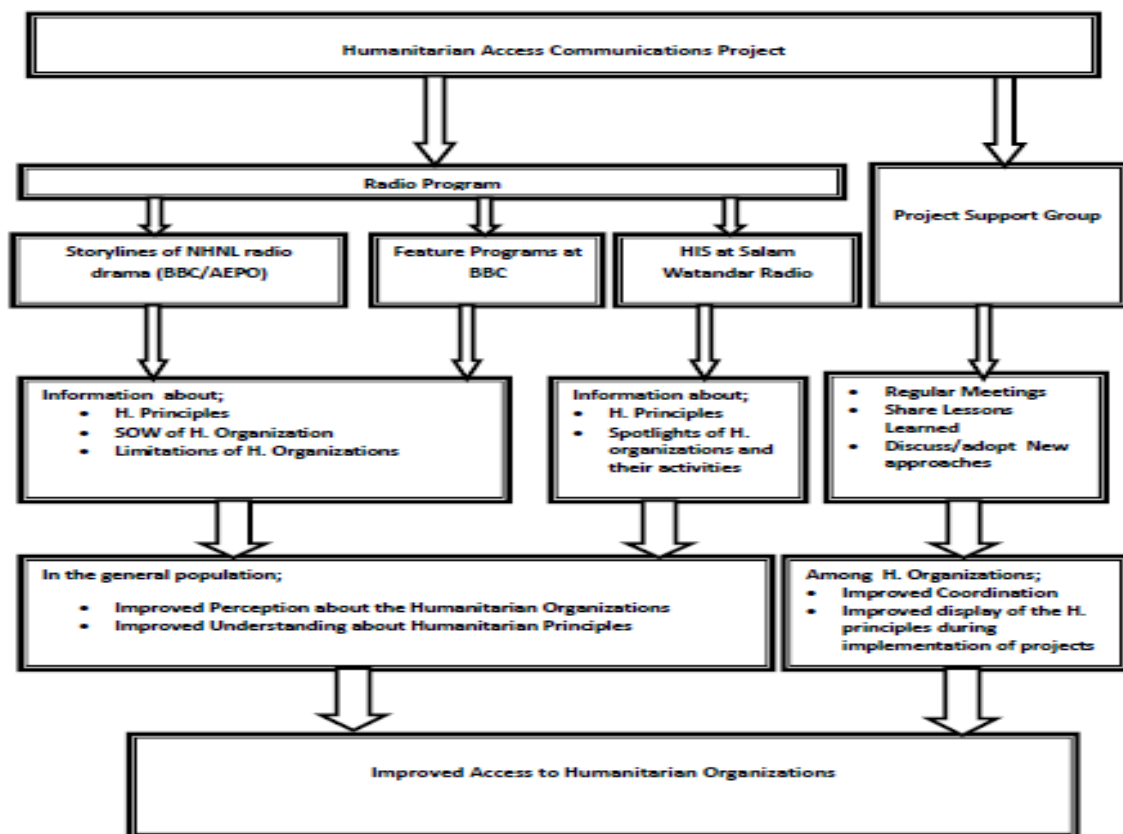
The Humanitarian Access Communications Project (HACP) was designed to improve humanitarian access in Afghanistan. The project was designed to communicate the humanitarian principles, through the project's media component, so that public's perceptions about humanitarian organizations could be improved and the improved perception might result in improved access. The messages were broadcasted through the BBC. Salam Watandar program was designed to improve perception of humanitarian organizations by highlighting their activities in meanwhile, parts of the country. Messages designed to inform the public about the role of humanitarian organizations in implementing humanitarian principles were aired through storylines of the radio drama New Home, New Life (NHNL), feature programs of BBC and through the Humanitarian Information Service (HIS) of Salam Watandar.

In addition, the project established a Project Support Group (PSG) consisting of over twenty ECHO-funded NGOs. By meeting regularly, this PSG aims to feed the lessons learned from the Access Communications project back into the NGO community, encouraging the adoption of an approach that would be helpful in removing public misperceptions about the role of NGOs – again in the interests of improving humanitarian access.

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<sup>2</sup> [https://docs.unocha.org/sites/dms/Documents/OOM\\_HumAccess\\_English.pdf](https://docs.unocha.org/sites/dms/Documents/OOM_HumAccess_English.pdf)

A theory of change model of the project is shown in the figure below showing the two components of the project - media component and PSG component. The outputs of the two components of the project are also shown in the figure below. The two outputs were broadcasting information about the humanitarian principles and humanitarian organizations, and regular meeting of the PSG members. As shown in the theory of change model the output will result in the outcome which is: to improve co-ordination among humanitarian organisations, with a view to better display their respect of humanitarian principles during implementation of projects, while at the same time seeking to inculcate improved perception and understanding of humanitarian principles among the population at large through media programmes. The outcomes when achieved will result into an improved access for humanitarian organisations.



### Aim & Objectives of the Evaluation:

The overall purpose of the evaluation is:

- To provide an independent assessment of the effectiveness, impact and relevance of the past activities of the Humanitarian Access project – in particular the media campaign – since 2012.

In particular, the evaluation is expected:

- To gauge how the perception of NGOs has improved since the initial baseline study by the AEPO Audience Research unit was conducted in 2012.
- To pinpoint and refine priorities and messages for future radio programmes, and humanitarian interventions, aimed at facilitating improved humanitarian access in areas of most need.
- To evaluate the design of this media campaign, and what should/could be done to make future ones more effective.
- To see if the project has had an impact on how the humanitarian organizations apply humanitarian principles.

Note: The complete TOR of the evaluation is attached as annex of the report.

### **Target Population:**

Based on the theory of change model of the project, two different groups of project beneficiaries were identified as the target population for the data collection process; (1) general population (radio program listeners), and (2) PSG members. Data was collected from both the target groups using specifically developed evaluation tools, through individual interviews and focus group discussions.

### **Evaluation Tools Development:**

Evaluation tools (questionnaires) were developed to collect data from the two different target populations. Tools were developed based on the objectives of the evaluation, the questions provided with scope of work of the evaluation and the theory of change model which was developed for the project. The tools were developed in English language and then translated to Dari and Pashto languages. Both Dari and Pashto versions of the questionnaires were pre-tested in Kabul and were modified based on the results of the pre-testing.

The final version of the data collection was used to collect data from the target population. Data from the general population was collected using a structured questionnaire (individual interviews) and semi-structured questionnaire (focus group discussion), while data from the PSG members were collected semi-structured questionnaire. Both the questionnaires are attached as annex of this report.

### **Data Collectors Training and Data Collection:**

To collect data from the general population, teams of data collectors (males & females) were trained in Kabul (for Logar), Khost, Nangarhar and Kandahar provinces. Pictures from the data collection training and agenda of the training conducted for data collectors are attached in the annex of the report.

Then, data from male and female members of the general population were collected based on the sample size and sampling methodology as discussed below. After the data collectors collected data from the general public through individual interviews, then a focus group discussion was conducted in each province to collect data on the themes that were reported by the general population. The PSG members were contacted through email and interviews conducted with the available members using a semi-structured questionnaire. The interviews were conducted by an expert with skills in qualitative data collection.

## Sampling Methodology:

Four provinces i.e. Khost, Logar and Nangarhar were selected for data collection. These were provinces where the baseline study was conducted by AEPO. However, Bamyan was replaced with Kandahar as per advice of the NRC team.

Then, within the three provinces (Logar, Khost, Nangarhar) two districts were selected for the data collection where the baseline study was conducted by AEPO. In Kandahar, we selected two districts using non-probability convenience sampling (access and security). All the villages within a district were listed and using a convenience sampling methodology (security) the target villages were identified for data collection. Within the village target households were identified using a systematic sampling methodology in which the mosque within a village was identified as the center of the village and inhabitants of every third household from the mosque were interviewed (starting from households located on the right side of the mosque).

In addition a focus group discussion was conducted in each province to pinpoint and refine priority messages for future radio programs.

## Sample Size Calculation

The population of each district was calculated based on the estimates of the Central Statistics Office (CSO) Afghanistan<sup>3</sup>. The population of the districts was summed and we arrived at a total population of 972,700. From the total population of the eight districts a representative sample was calculated using the online sample size calculator of "The Survey System" which is available at: <http://www.surveysystem.com/sscalc.htm>. The calculator uses the formula given below to calculate the sample size:

$$n = \frac{\hat{p}(1 - \hat{p})z^2}{ME^2}$$

Our sample size calculation was based on 95% Confidence Level (z=1.96), 5% Confidence Interval (ME=0.05), and the chance of responding to a question either positively or negatively to a particular question is kept at 50% (p=0.5 and 1-p=0.5).

So, using the online sample size calculator a sample of 384 was calculated. Then, a 5% non-response rate was added to the calculated sample size and finally arrived at the sample size of 404 individuals. The total sample size (404) was equally distributed among the provinces so that each province got a sample size of 101 individuals. Then, within each province the sample size was distributed among the district proportionate to the size of each district. The calculation is shown in the table below.

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<sup>3</sup> <http://cso.gov.af/en/page/3897/6449> available at <http://cso.gov.af/en>



S.No	Provinces	Districts	Total Population (Based on CSO estimates)	Equal Allocation of Sample Size Within the Province	Proportionate to Size Allocation Within the Province (number of individuals to be interviewed).
1	Khost	Nadir Shah Kot	31,000	101	36
		Mandozay	55,000		65
2	Logar	Mohammad Agha	73,000	101	42
		Puli-Alam	103,000		59
3	Kandahar	Center	492,000	101	81
		Daman	3,3700		20
4	Nangarhar	Behsud	110,000	101	60
		Kama	75,000		41
		<b>Total</b>	<b>972700</b>	<b>404</b>	<b>404</b>

Then within districts data was collected from inhabitants of selected households (from equal number of males & females) using the structured questionnaire. The male interviewer collected data from the male family members and female interviewer collected data from female family members. The data was collected from a random number of respondents who included both radio listeners and non-listeners.

### Data Entry and Data Analysis:

A database in MS-Excel was developed for data entry. All the questionnaires from the provinces were transferred to consulting firm's main office in Kabul and data were entered in the data base. After the completion of the data entry, the data was cleaned and validated. Then, the cleaned data was transferred to the statistical analysis package, Stata (Stata Corp LP, 2011), and was analyzed in Stata.

## Data Analysis Findings

### Data Findings:

In the subsequent section the findings of data collected through the survey, focus group discussions and interviews with PSG members is presented. In the first section, the biographic information of respondents is presented; in the second section, data regarding the listenership of the media component of the project is presented; in the third section, data regarding the perception about the NGOs is presented; in the fourth section, data regarding awareness about humanitarian principles is presented; in the fifth section, data regarding perceived access of and to the humanitarian organizations is presented.

### Section 1: Respondents' Biographic Information:

The biographic information of survey and FGDs' participants are presented in this section to have an idea about the target population from whom the data through a survey and focus group are collected. Also, in the analysis section the biographic characteristics of individuals such as age, sex, education-level, and wealth-status were added to the "regression models" to measure: (1) how an outcome is affected by the biographic characteristics; and (2) does the intervention (media campaign) have a statistically significant effect on the desired outcome (access).

Data was collected from a total of 407 respondents (male and female) in the four provinces; a table showing the list of the villages from which data was collected is attached as the annex of this report. The data shows that 52% of the respondents were male while 48% of the respondents were female. Majority (76%) of the respondents were married at the time of the interview, 21% were single while 4% of the respondents were widow/ed at the time of the interview. The average age of the respondents was 32.8 years with a standard deviation of 11.99 years. The youngest respondent was 15 years old while the oldest respondent was 80 years old.

Majority of the respondents (55%) have not received any formal education, 10% of the respondents have attended only primary school, 8% of the respondents have attended middle school, 16% of the respondents have attended high school, 5% of the participants were diploma holders (12 +2 year of education), 5% had bachelor degrees while a very small percentage of the respondents have attended a religious school.

Majority (52%) of the respondents have reported to be "Job-Less" at the time of the interview, 10% of the respondents were "Daily Wages Worker", 4% were "Skilled Worker", 8% were farmers, 7% were government employees, 12% were "Students", while 2% of the respondents were "Working with an NGO".

The data shows that on average there were 12 members in the family of a respondent. The smallest family consisted of one family member while the largest family had 50 members.

The average monthly income of the family was reported as 13,328 Afs. However when outliers (higher reporting income values) were removed from the data then average monthly income was reported to be 7,259 Afs with a standard deviation of 5268 Afs. Respondents from Kandahar have reported the lowest

be average monthly (5933AFs.), respondents from Logar have reported their average monthly income as 8865 Afs., respondents from Nangarhar have reported their average monthly income as 8269 Afs., while highest average monthly income was reported as 30853 Afs. The data also shows that majority (62%) of the respondents have reported to be using "Solar Panels" as a household light source, 18% of the household had electric supply while 17% of the respondents have reported to be using "Kerosene Oil Lamps" or "Arikain" as a light source within the household.

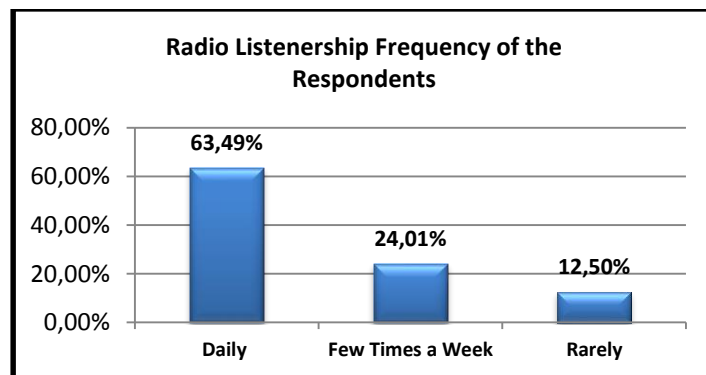
According to the wealth-status of respondents, respondents were divided into three different wealth quintiles: (1) lower-wealth-quintile which includes respondents having monthly income less than average (7,259) and using traditional light source; (2) middle-wealth-quintile which includes respondents having above average monthly income less than 20,000 and using solar-panels as a light source; and (3) upper-wealth-quintile which includes respondents having more than 20,000 monthly income and using solar-panels or electricity as a light source in their households. So that data shows that 49% of our survey respondents were in the lower-wealth-quintile, 26% were in the middle-wealth-quintile, while 25% of the respondents were in the upper-wealth-quintile.

**Section 2: Listenership of the Media Programs of HACP:**

In this section data regarding the listenership of radio among the respondents, data regarding listenership to BBC programs, data regarding recall of the message aired through the NHNL program, and data regarding listenership of Salam-Watandar is presented.

**Level of listenership of radio:**

The level of listenership to the radio is measured to document if radio is the appropriate channel for broadcasting humanitarian principles related messages to the general population. So, the data shows that 76% of the respondents have reported listening to the radio while 34% of the respondents have reported not listening to the radio. Of those who have reported listening to the radio the majority (63%) of them have reported to be listening the radio every day, and 24% have reported listening to radio "few times a week" while very small proportion have reported listening to the radio "rarely". The findings are shown in a graph below.



The participants were asked to report hours of listening to the radio. The participants have reported listening to the radio about 2.3hrs everyday with a standard deviation of 1.8 hours. The minimum daily

radio listening was reported to be 0.5 hours while the maximum daily radio listenership was reported to be 12 hours a day.

### ***Listenership of Radio-BBC:***

The data shows that 57% of the respondents listen to BBC while 43% have reported not listening to BBC. Among those who have reported to be listening to BBC, 99% of them were able to name correctly a least one program of BBC, 71% were able to name correctly at least two programs of BBC while 35% of the respondents were able to name three programs of BBC. Approximately 60% (n=168) of the respondents have reported to be listening to New-Home-New-Life (NHNL) program of BBC while 40% (n=114) have reported not listening to NHNL. Of the 168 respondents who have reported listening to NHNL all the respondents were able to name their favourite character in the program and about 78% of the respondents were able to recall what their character is doing nowadays in NHNL. This means the respondents were closely following the storylines of the NHNL drama.

A regression test shows that female sex and young age is positively associated with listenership to BBC (not statistically significant), while higher education and more wealth is negatively associated with listenership to the BBC with a p-value of 0.02 and 0.001. However, older people listened to NHNL significantly more than younger with a p-value of 0.014, and males listened more to NHNL than female (not statistically significant). Also, more educated listen to NHNL more than the less or uneducated (not statistically significant), and wealthy respondents listened to NHNL significantly more than the less wealthy respondents with a p-value of 0.002.

### ***Listenership to Radio Salam-Watandar:***

The data shows that only 31% (n=122) have listened to program of Salam-Watandar while 69% (n=270) of the respondents have reported that have listened to any program of Salam-Watandar. Of those who have reported that they have listened to Salam-Watandar program then 98.2% were able to correctly name the local radio through which programs of Salam-Watandar were aired.

A regression test shows that female sex , old age is negatively associated with listenership to Salam-Watandar (not statistically significant), while higher education and more wealth is positively associated with listenership to Salam-Watandar with a p-value of 0.001and 0.085 respectively.

### ***Recall of the HACP designed messages:***

Recall of the messages designed by HACP is used as an indicator to measure the effectiveness of the media channel to broadcast clearly and correctly specific messages to the target population. Also respondents were asked to recall the messages that were aired through the "HIS" program of Salam-Watandar.

The respondents were asked to recall a specific portion of NHNL drama that was about distribution of humanitarian aid and then answer two questions; "In the story line of NHNL" *Residents of Daman Village have fled to Sarband Village due to fighting and have not taken anything with them from their houses. At first, assistance from Sarband, Lower, and Upper Villages were extended to them according to local custom, that assistance should be extended to muhajirs - displaced people. Then Malik Adam Khan of the Sarband Village starts*

*seeking assistance from the welfare organisations for these displaced families" How was the aid distributed among the displaced families ? Were the displaced-families happy about the aid distribution process?"*

The data analysis shows that about 70% of the participants were able to recall that specific scene of program and correctly answer the questions while only 30% of the respondents were not able to the recall and correctly answer the questions. This means that NHNL drama was able to clearly and correctly communicate the project related messages to large proportion of population.

In case of the "HIS" program aired through Salam-Watandar, only 12% (n= 31) have listened to "HIS" program and out of them 62% (n=19) were able to correctly recall the content of the "HIS" program i.e. different NGOs' activities and future programs are discussed in the program.

#### ***Participation in the Radio Program:***

50% of the PSG members have reported that they have participated in the radio program of Salam-Watandar. Among those who have participated in the radio program 50% have rated it as a positive experience while in the other 50% of cases, the person who participated in the radio program did not share her/his experience with the person who was interviewed. A respondent has reported, *"one of our colleagues has attended the radio program, his experience was positive, he found it very interesting."*

#### **Section 3: Perception about Non-Governmental Organizations (NGOs):**

Perception about NGOs is measured using three different indicators. The first indicator used, the level of awareness of general population to distinguish NGOs from the different entities working in development and humanitarian aid sector, by correctly naming the NGOs, and by correctly categorizing the NGOs as a national or international NGO. Ability to distinguish NGOs from the other entities, correct identification of an NGO with an implemented project, correctly naming the NGO, and correctly knowing about the category of the NGO (national or international) is used as a proxy measure of perception of the NGOs. So, the higher the awareness among the respondents the better will be the perception and vice versa.

The second indicator used was to measure the perception of the respondents about the aim of the NGOs working in the development or humanitarian-aid sector. The third indicator used was to measure the trust of the respondents with regard to NGOs.

It was assumed that higher awareness about NGOs, associating and describing a positive observation as the aim of NGOs, and having high trust on NGOs are indicators for having better perception about the NGOs.

#### ***Identifying, Naming and Categorization of Implementer NGOs:***

Data regarding projects (development and humanitarian) implemented in the villages/districts were collected. Development projects (defined as construction of roads, schools, clinics, wells and water channels) and humanitarian aid projects (defined as construction of shelter, distribution of food aid, distribution of books/copies and provision of emergency health services).

The analysis shows that 79% (n=321) of the respondents have reported that some sort of development project is being implemented in their villages/districts while 21% (n=85) of the participants have reported that no development project was implemented in their villages/districts. In addition, 52%

(n=201) of the respondents have reported that some sort of humanitarian aid project was implemented in their villages/districts while 48% (n=185) of the respondents have reported that no humanitarian aid project was implemented in their villages/districts.

When the respondents were asked to identify the entities that have implemented development projects in their villages/districts then majority of the respondents have reported "NGOs" as the implementing entities of the development projects. When respondents were asked to name the NGOs that have implemented development projects in their district or village then only a small percentage (34%) of the respondents were able to name the implementing NGOs. Respondents were able to name NGOs such as AHDS, BRAC, CoAR, DACAAR, GTZ, IRC, IRD, MRCA, Relief, SCA, CARE, Health-Net and Save the Children. However, UNICEF, WFP, UN-Habitat and UNHCR were also categorized as NGOs by the respondent which signifies that respondents were not able to distinguish between NGOs and UN organizations. Another interesting finding is the categorization of the National Solidarity Program (NSP) and Provincial Reconstruction Teams (PRTs) as NGOs by 34% and 28% of the respondents respectively. A very small percentage of respondents (1.23%) have identified USAID as an NGO implementing development project in the districts or villages.

In our FGDs we asked the participants about the reasons behind not correctly identifying, naming, categorization of an NGO and reasons behind failure to distinguish NGOs from the other entities. So, most of the participants were of the opinion that illiteracy is the main reason why it is difficult to distinguish NGOs from other entities or to have a better understanding about the NGOs. However, some of the respondents have reported that English or foreign name of the NGOs makes it difficult to read, remember or recall their names as mentioned by a respondent from Logar, "I can read and write in Dari and Pashto [...] The name of the NGO who built latrines in our village is written in English so I cannot read it". However, the data shows that it was easier for the participants to read or recall the name of NGO if the names were translated into local languages such as "CARE" (Pam-larana), "Save the Children" (Mashoom Saatana) or "SCA" (Committee-e- Sweden).

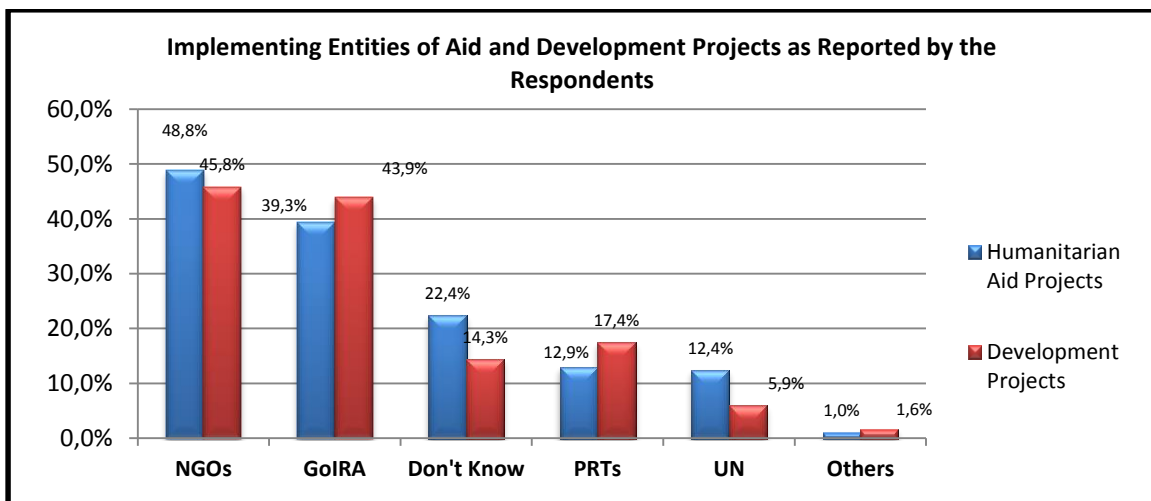
Also lack of involvement of the public in the projects that are implemented by the NGOs is reported by a vast majority of the respondents, as was reported by a respondent from Khost, "NGOs come and do their work [.....] They neither have a Khatum [an opening ceremony] nor they have a Khairat [closing ceremony] for their project [.....] so how can we remember their names and know about them? " Another respondent from Logar said, "the security is not good so the NGOs work very secretly in our villages and do not want to talk to the people[...] about their names and other things [.....] only a few are involved in the work done by the NGOs".

When the respondents (those who named NGOs as implementer of development projects) were asked if the NGO named by them is a national-NGO or an international-NGO then majority of the respondents (82%) either categorized the NGOs in the wrong category or were lacking the information. A small percentage of respondents (3.14%) of the respondents categorized NGOs correctly as either national or international NGOs. When the respondents were asked about the criteria used for their categorization of an NGO as either national or international, then an NGO having international staff was categorized as international NGO while if the respondents have just met with local staff then the NGO was categorized

as a national NGO. For example "BRAC" was categorized an international NGO because respondents have either met or have seen the Bangladeshi staff working in the mentioned NGO, while IRC or IRD was categorized by a large number of respondents as national NGO because respondents have only met or communicated with national staff and international staff were not working in the provincial or district offices. The same finding was reported in the FGDs as a respondent from Nangarhar explained, " a foreigner of the Mashoom-Saatanay Mossisa [Save the Children] visited our village to see the work [...] so I know that it is an international NGO". Also a number of participants mentioned about having "good vehicles" and paying salary " in dollars" signify that an NGO is an international NGO and not a local NGO.

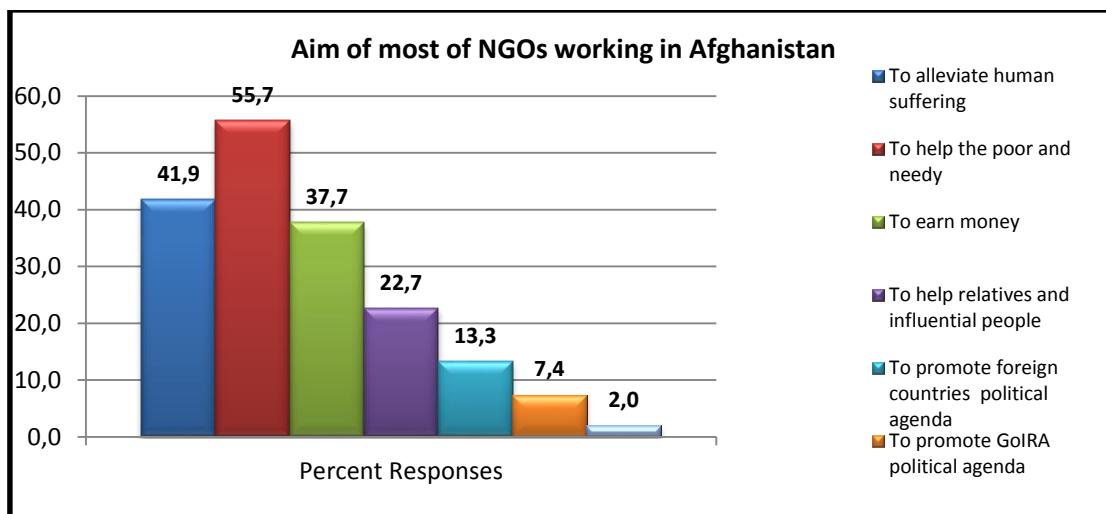
When the respondents were asked to identify the entities that have implemented humanitarian aid projects in their villages/districts then majority of the respondents have reported "NGOs" as the implementing entities of the humanitarian aid projects. When respondents were asked to name the NGOs that have implemented aid projects in their district or villages then majority (72%) of the respondents were able to name the implementing NGOs. Respondents were able to name NGOs such as Bayat Foundation, AHDS, BRAC, CoAR, DACAAR, GTZ, IRC, IRD, NSCO, SCA, SIKA, Save the Children and TDH. However, UNICEF, WFP, UN-Habitat and UNHCR were also categorized as NGOs by the respondent which signifies that respondents were not able to distinguish between NGOs and UN organizations.

When the respondents (those who named NGOs as implementer of aid projects) were asked if the NGO named by them is a national-NGO or an international-NGO then majority of the respondents (86%) either categorized the NGOs in the wrong category or were lacking the information. A small percentage of respondents (7%) of the respondents categorized the NGO correctly as either national or international. A comparison of the development and aid projects implemented by the different entities in survey districts/villages shows that NGOs are involved both in development and aid projects as reported by the respondents. However, NGOs are reported have implemented more aid projects than development projects. Another interesting finding is: increase in the percentage of respondents who do not know about the implementing entity of the aid projects as compared to the development projects. The entities that have implemented development and humanitarian aid project are shown in the graph below.



### *Perception about Aim of Most of NGOs working in Afghanistan:*

Data regarding the aim of most of the NGOs working in Afghanistan were collected and data analysis shows that majority of the respondents (56%) reported "helping the poor and needy" as the aim of most NGOs. This was followed by "alleviation of human suffering" as 42% of the respondents have reported. "Earning money" is reported by about 38% of the respondents as the aim of most of the NGOs working in Afghanistan while "promoting the political agenda of foreign countries" is reported to be the aim of most of the NGOs by 13% of the respondents. The finding of the data analysis is shown in the graph below. A small percentage of the respondents have reported "others" as the aim of most of the NGOs which included: taking out minerals from Afghanistan (reported by n=1), and converting people to other religions (reported by n=1) while 6 respondents in the other category reported their lack of knowledge about the aim of the NGOs working in Afghanistan.



However, when the respondents were asked to choose only one response as the aim of most the NGOs working in Afghanistan then majority (31%) reported "helping the poor and needy as the main aim of most of the NGOs working in Afghanistan. In this was followed by 27% of the respondents who reported "alleviation of the suffering of the humanity" as the sole aim of the most of the NGOs. However, "personal profit" and "helping relatives and influential people" was also reported by about 19% and 9% of the respondents. This finding, helping the relatives and influential people, coincides with the findings of the baseline study which was carried out by AEPO. However, further research is needed to explore the causes of perception of respondents that NGOs' aim is to earn money.

Majority of the participants in the FGDs were also of the opinion that the aim of NGOs is to work for "poor and needy Afghans". When we asked them why some of the people think that the aim of NGOs is "to earn/make" money then only a small percentage of the FGD respondents agreed with the concept. "Life of people working in the NGOs has changed a lot, one of my relative who is working in an NGO [...] has a lot of money"-- a respondent from Nangarhar province. When the FGD participants were asked about the perception of the people that NGO "help relatives or the influential people" then most of the participants have reported that NGO's reliance/communication with a small group of influential people in village/districts has led to this perception. Also, participants have reported that most of NGOs hand



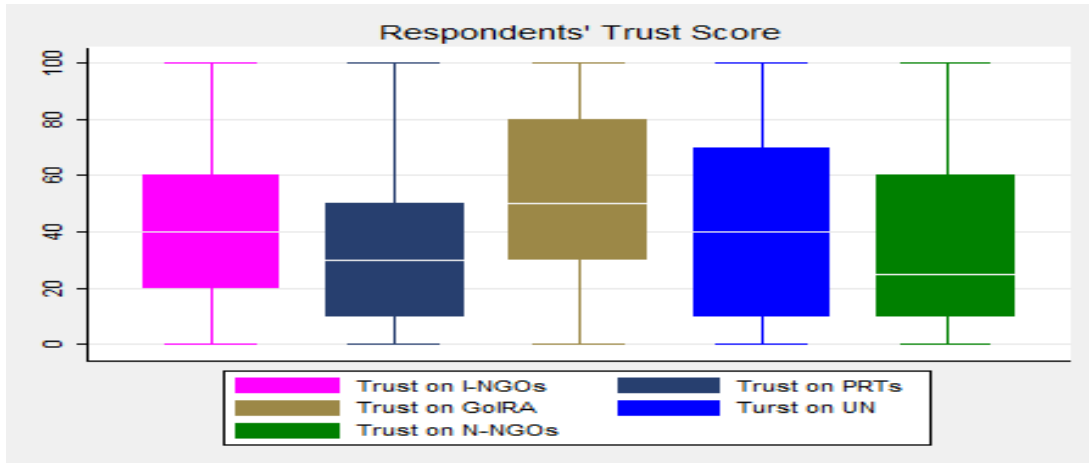
over their goods (aid-goods) or projects, related resources to their agents in the villages which in most of the cases are villages' influential people and then most of the time these agents do not distribute the aid properly. A respondent from Logar province stated, " everyone [all the agencies] favours the Maliks [village elders] and [...] our Maliks have become corrupt [...] the NGOs also talk with Maliks [...] select Maliks as their representatives". This issue was brought up by respondents of FGDs conducted in all the four provinces.

During the FGDs we asked the participants about the idea of NGOs only benefiting their relatives. A majority of the respondents have reported that the recruitment process in the NGOs is not transparent and "only relatives of the NGO's director" are hired to work for the NGO therefore it is perceived that NGOs are working to benefit a specific group of people (relatives of the NGO director or NGO head). A participant from Nangarhar reported, "[.....] For example if the director is from Behsud [a district of Nanaghar] so the guard, cleaner, driver, clerks, [...] all of them will be from Behsud, [...] and my son is still looking for a job". Another respondent from Kandahar also reported, "a special type of people are hired in the NGOs, and mullah type [religious leader type] like me, are not even allowed to enter the NGO office [...], and in Kandahar mostly people from other provinces are hired not the Kandaharis [people of Kandahar]". However, during the FGDs the ideas of the participants about the services being delivered to everyone were explored and most of the participants were of the opinion that the services were delivered to everyone for example "Water hand pump is used by everyone the village" and the health clinic is used by everyone "old, young, men and women". Some of the participants were of the opinion that NGOs also favour the influential people by "constructing a well or water reservoirs" near the houses of Maliks of the village. A participant from Khost reported that "the health clinic gives good medicine to the Raess Sahib [head of the health committee], [.....] and gives just white tablets to us when we get sick". NGO favouring the influential people of the village was also reported in the baseline study conducted by AEPO, since a quantitative measure was not available therefore it was difficult to measure any changes in the perception of the respondents. However, as mentioned above there were significant perception differences among the radio listeners and non-radio listeners (particularly those who have listened to NHNL).

### ***Trust on Different Humanitarian Actors in Afghanistan:***

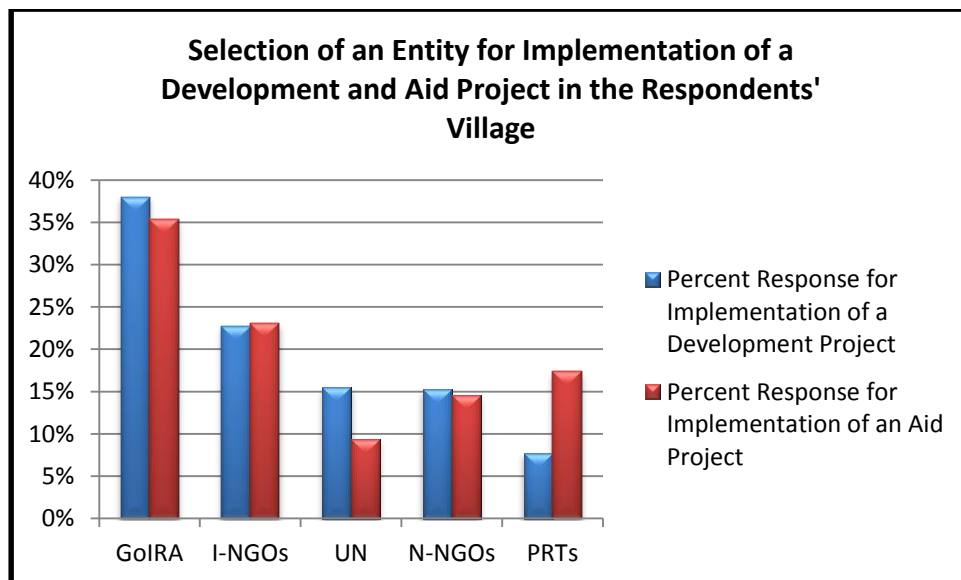
We used two different methodologies to measure the trust of the respondents on the different humanitarian actors; (1) feeling thermometer and (2) choosing an entity for implementation of the project (development and, humanitarian aid) in a village.

Using the feeling thermometer, the mean trust score was calculated and the data analysis shows that the GoIRA received the highest mean trust score of 51.86 with a standard deviation of 29.84 while PRT received the lowest mean trust score of 33.91 with a standard deviation of the 27.7. International NGOs and UN received a mean trust score of 41.46 and 41.27 while national-NGOs were given mean trust score of 34.19 which is a little bit higher than the PRT. The box plot below shows the mean trust score and the distribution of the trust scores.



Regional variations are present in the trust scores. The data shows that respondents in Logar province trusted the I-NGOs more as compared to the other provinces. The mean trust score of I-NGOs in Logar is 49 (the highest) followed by Nangarhar with a mean trust score of 44. The respondents from Khost had expressed the least trust with a mean trust score of 33. The N-NGOs were highly rated in Kandahar with a mean trust score of 43 while they were least trusted in Khost with a mean trust score of 28. The GoIRA was given a high trust score by respondents in Logar province (mean trust score of 64), followed by Khost (mean trust score of 49) and Kandahar (mean trust score of 48). GoIRA was given a low trust score by respondents from Nangarhar province.

When the respondents were asked to select an entity for implementation of a development and humanitarian aid project then data analysis has produced almost similar results as calculated by feeling thermometer i.e. GoIRA was selected by majority of the respondents as an entity for implementation of a development or aid project, followed by I-NGOs. The findings are shown in the graph below.



A regression analysis was performed to measure if trust on I-NGOs and trust on N-NGOs is associated with radio listenership or not. The results of the regression analysis shows that listening to the media

programs (NHNL and, Salam Watandar) of the project is positively associated with higher trust on I-NGOs and N-NGOs. The association is statistically significant with a p-value of 0.022 and 0.012. As shown in the regression output, those who have listened to media programs i.e. NHNL & Salam Watandar have 8 and 9 times higher trust on I-NGOs as compared to those who have not listened to the radio programs of the project.

```
. regress trust_on_INGO nhnl salam
```

Source	SS	df	MS			
Model	7235.59263	2	3617.79632	Number of obs =	276	
Residual	215294.61	273	788.624946	F( 2, 273) =	4.59	
Total	222530.203	275	809.200738	Prob > F =	0.0110	
				R-squared =	0.0325	
				Adj R-squared =	0.0254	
				Root MSE =	28.082	

trust_on_I~O	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
nhnl	8.234656	3.588213	2.29	0.022	1.170571	15.29874
salam	9.190563	3.624006	2.54	0.012	2.056011	16.32511
_cons	26.1021	5.824175	4.48	0.000	14.63609	37.5681

Then, another regression analysis was done to measure if age of respondent (iage), sex of the respondent (isex), education level of the respondent (ielevel) the wealth-status of the respondent (wealth status) modifies or confounds the positive association of the listenership to the media program and the trust of I-NGOs. It was found that the personal characteristics of the respondents do not alter the association between media program listenership and trust on I-NGOs.

```
. regress trust_on_INGO nhnl salam iage isex ielevel wealthstatus
```

Source	SS	df	MS			
Model	11760.3377	6	1960.05628	Number of obs =	276	
Residual	210769.865	269	783.531098	F( 6, 269) =	2.50	
Total	222530.203	275	809.200738	Prob > F =	0.0226	
				R-squared =	0.0528	
				Adj R-squared =	0.0317	
				Root MSE =	27.992	

trust_on_I~O	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
nhnl	8.702729	3.678027	2.37	0.019	1.461349	15.94411
salam	8.230355	3.682918	2.23	0.026	.979344	15.48137
iage	-.0686484	.1437917	0.48	0.633	-.2144519	.3517488
isex	-5.010439	3.755476	-1.33	0.183	-12.4043	2.383424
ielevel	1.407775	1.181318	1.19	0.234	-.9180307	3.73358
wealthstatus	-1.166351	2.026032	-0.58	0.565	-5.155247	2.822544
_cons	29.82979	11.16713	2.67	0.008	7.8437	51.81589

During our FGDs the issue of having more trust upon the government was discussed and most of the participants were of the opinion that the government has better monitoring system therefore they have more trust of the government. Also, some of the participants have reported that is difficult to misuse government funds as one participant from Nangarhar reported, "Eating and digesting [stealing or misusing] the government money is not easy, [...] one day the government might put people in jail for the misused funds". Also a great majority of the respondents in FGDs described themselves as stakeholders in the government and described the government as entity on their own, as one of the participant from Kandahar expressed, "the government is our an entity [belongs to us] and it will stay in Afghanistan [...] while others will leave the country therefore we have more trust of it." However, most of the participants were in favour of humanitarian aid being distributed by the NGOs, specifically by the international NGOs, as most of the participants were of the opinion that aid would be distributed properly. A respondent from Kandahar stated, " these organizations [NGOs] they are foreigners and they

distribute aid properly [...] they don't have relatives here in my village, [...] they are from another religion so they don't favour any one".

In addition, quality work of an NGO, affects the trust of the respondents, as one respondent from Khost stated, "the contracts of the projects are passed to the national NGOs [...] when three or more parties have taken their percentage out it [...] so when the NGO implements the project it is done very badly [...] so I have less trust of the national NGOs". I-NGOs are trusted more as compared to the N-NGOs as the projects implemented by them are of better quality as compared to the projects implemented by the national NGOs. Also a number of participants of the FGDs have reported not knowing about the real aim or agenda behind the work of an NGO, not knowing the name of the NGO, not knowing about the staff working in an NGO, and not knowing how much money was taken in the name of the village, as the factors responsible for low trust of the NGOs. One respondent from Kandahar reported, "if I don't know about you [FGD's facilitator] and your aim of coming, then I will have less trust of you [...] the same applies to NGOs". However, the data shows that higher trust of the NGOs is positively associated with listening to radio programs especially NHNL and Salam-Watandar.

#### **Section 4: Awareness Humanitarian Principles:**

Awareness about humanitarian principles was measured using three indicators; (1) respondents' knowledge about humanitarian principles, (2) respondents' attitude towards humanitarian principles that most of the NGOs abide by while implementing different projects, and (3) level of satisfaction and dissatisfaction about the projects implemented by the NGOs and relationship of satisfaction/dissatisfaction with adherence or non-adherence to humanitarian principles.

##### ***Knowledge about Humanitarian Principles:***

The data shows that majority of the respondents (63%) have reported their lack of awareness about the humanitarian principles while only 36% of the respondents have reported that they know some of the humanitarian principles. Then we conducted a regression analysis to study if listenership to the New Home, New Life (NHNL) program of the BBC and Salam Watandar has any relationship with knowledge about humanitarian principles. The results show that listenership to both NHNL and Salam Watandar is positively associated with awareness about humanitarian principles. Awareness about humanitarian principles is 1.98 times higher in those who listen to NHNL as compared to those who do not listen to NHNL, while it is 2 times higher in those who listen to Salam Watandar as compared to those who don't listen to Salam Watandar, and this difference in both the cases is statistically significant. As shown in the regression output below, respondents' age, sex, education level, income level were also introduced in the model to rule out the fact that changes in the awareness about the humanitarian principles might be due to the individual characteristics and not listening to the radio programs. The test output shows that education, young age, male sex and better economic status are positively associated with awareness about humanitarian principles. However, this connection is not statistically significant.

```

. logistic awarehp NHNL salam iage isex ielevel mincome hrslisten

Logistic regression              Number of obs   =       228
                                LR chi2(7)        =       25.26
                                Prob > chi2         =       0.0007
Log likelihood = -143.42955      Pseudo R2       =       0.0809

```

awarehp	Odds Ratio	Std. Err.	z	P> z	[95% Conf. Interval]
NHNL	1.982018	.6179104	2.19	0.028	1.075818 3.651545
salam	2.082661	.6185435	2.47	0.014	1.163629 3.727543
iage	.9908594	.011866	-0.77	0.443	.9678733 1.014391
isex	1.321147	.435066	0.85	0.398	.6928552 2.519183
ielevel	1.139866	.1095834	1.36	0.173	.9441085 1.376214
mincome	.9999955	5.53e-06	-0.82	0.414	.9999846 1.000006
hrslisten	1.172942	.0980874	1.91	0.056	.9956229 1.381842
_cons	.0413826	.0416597	-3.16	0.002	.0057533 .2976592

The FGD data shows that majority of the respondents reported that they acquired their knowledge about the humanitarian principles primarily through their interaction with NGO staff in their districts or villages, or by assuming certain rules as principles when they were practiced by the NGOs while implementing projects, for example a respondent from Logar stated, "before aid distribution in our village [...] poor people's names are included in the list and the list is shared with the organization [NGO] [...] from this I have deduced that these organizations work for poor people". Another participant from Nangarhar said, "[...] the hand-pumps and wells [source of drinking water] are built in streets and not inside the houses of people so this means that NGOs work for the people". A number of participants reported that placement of sign-boards showing the donor, implementer and amount of money spent on a project shows that "transparency is an important thing [rule or principle]" in the NGOs.

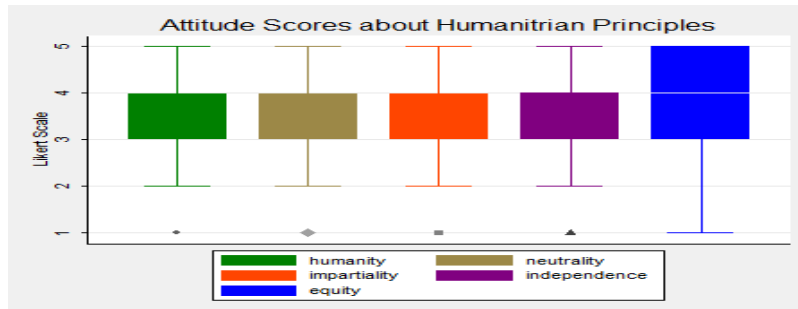
A small number of FGD participants have reported that reading the newsletters published by NGOs, or watching the TV (ICRC's TV add) and listening to radio have contributed to their knowledge about humanitarian principles. In our interviews with PSG members, a number of the PSG members have reported publishing, distributing their quarterly or annual newsletters and distributing their newsletter to their stakeholders. Also a number of PSG members have reported that they formed coordination committees where the NGO shared their information with the general population, as one PSG member reported that "we have established a coordination committee for the hospital and on a monthly basis we share our activities and progress with committee members". However, the PSG members have reported that the coordination meetings are not conducted on a regular basis.

### *Attitude about Humanitarian Principles*

We used a Likert Scale (scale of 5) to measure the attitude of respondents about humanitarian principles that most of the NGOs abide by while implementing different projects. During the data collection process, the trained data collectors initially explained the meaning of each humanitarian principle and then asked participants to report their agreement or disagreement about NGOs abiding by the humanitarian principles.

Results of the data analysis show that majority of the respondents (75%) showed a neutral attitude (not sure or undecided) towards the principles of humanity, neutrality, impartiality and independence being

followed by the NGOs while implementing their projects. Only respondents have a strong positive attitude when they were asked about equity (most of the NGOs in Afghanistan, are working to serve the poor and needy Afghans).



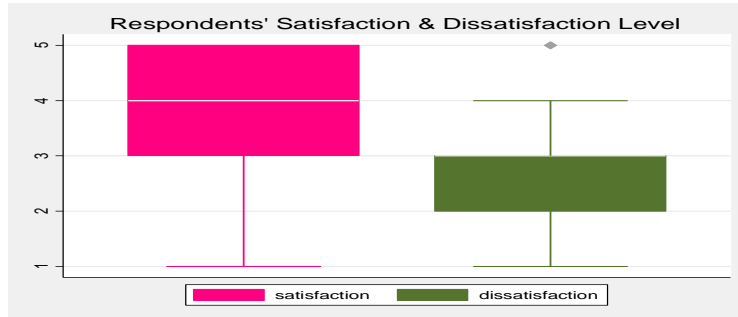
This means that most of the respondents were not sure if the NGOs follow the principles of humanity, impartiality, neutrality and independence while implementing their projects. However, majority of the respondents believed that NGOs follow the principle of equity while implementing their projects.

FGD participants interpreted the humanitarian principles of humanity, impartiality, neutrality and independence differently and during the FGDs it was evident that it was difficult for the participants to define or understand these principles. Therefore, the poor understanding of the principles and variation in interpretation of humanitarian principles might have contributed to the neutral attitude shown by the survey respondents towards the humanitarian principles being practiced by the NGOs while implementing their projects.

#### ***Satisfaction or Dissatisfaction about the projects implemented by NGOs:***

The data shows that majority of the respondents (80%) showed their satisfaction about the projects implemented by NGOs while 20% were dissatisfied about the projects implemented by NGOs. The satisfaction and dissatisfaction level of the respondents were measured using a Likert scale and the results are shown in the graph below. The satisfaction box plot shows that 37.5% of the respondents were "very" or "quite" satisfied with projects implemented by the NGOs. Another 37.5% of respondents reported their satisfaction level as neutral or were undecided or not sure about their satisfaction level. Only 25% of the respondents have reported "little or very little" satisfaction regarding the projects implemented by NGOs.

The dissatisfaction box plot shows that only one respondent has reported "too much dissatisfaction" with the implemented projects while 25% of the respondents were not sure about their dissatisfaction level. 75% of the respondents were "a little dissatisfied" with the implemented projects and 25% of the respondents have reported "very little dissatisfaction" about the implemented projects.



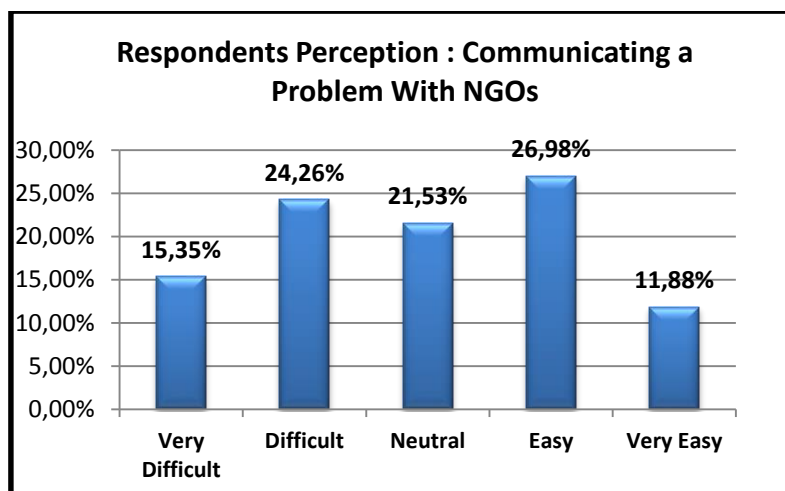
### Section 5: Access to Humanitarian Organizations:

Data regarding different dimensions of access is presented in the above sections (section 2-4); in this section we will present the data regarding perceived access to humanitarian organizations, and efforts undertaken by the PSG members to improve access.

#### Perceived Access to Organizations:

In this section only data regarding perceived access to humanitarian organizations is presented. Perceived access to humanitarian organizations was measured using two indicators: (1) the ease to communicate with NGOs if the community is affected by a disaster; and (2) the ease to complain to NGOs if the aid supplied by the NGOs is not properly distributed within the community.

The data analysis shows that about 40% of the respondents have rated communicating a problem with NGOs as either "difficult" or "very difficult" and about 39% of the respondents have rated communicating with NGOs as either "easy" or "very easy". 21% of the respondents were not sure or were undecided while reporting about the ease to communicate with NGOs. The findings of the perceived ease to communicate with NGOs are shown in the graph below.



Regression tests were performed to study the association between the listenership to the radio program and ease to communicate with NGOs. The results show there is a positive association between listening to media programs of the project and ease of communication. However, this association is not statistically significant. This means those who have listened to the radio program of the media component of the project perceived it easier to communicate with an NGO.

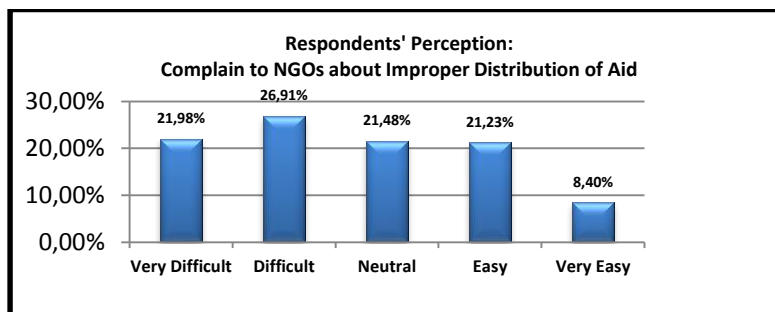
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. regress communicate nhnl salam
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Source	SS	df	MS			
Model	.786703909	2	.393351954	Number of obs =	278	
Residual	473.472289	275	1.72171741	F( 2, 275) =	0.23	
Total	474.258993	277	1.71212633	Prob > F	= 0.7959	
				R-squared	= 0.0017	
				Adj R-squared	= -0.0056	
				Root MSE	= 1.3121	

communicate	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
nhnl	.1109139	.1672364	0.66	0.508	-.2183124	.4401402
salam	.0098177	.1686294	0.06	0.954	-.322151	.3417863
_cons	2.920194	.2709738	10.78	0.000	2.386747	3.45364

As mentioned above data regarding perception of the respondents to complain about the improper distribution of the aid was collected and the data analysis shows that 49% of the respondents have reported that it is "very difficult or difficult" to complain to the NGOs about the improper distribution of aid. Only 29% of the respondents have reported that it is "easy or very easy" to complain about improper distribution of aid. The results of the data analysis are shown in the graph below.



Regression tests were performed to study the association between the personal characteristics (age, sex, education-level, marital status, wealth status) with "the ease to complain to an NGO about the improper distribution of aid" if the aid is not properly distributed. The results of the data analysis show that respondents who are female, older, more educated, single and are in upper category of the wealth status perceived it easier to complain to NGOs as compared to males, younger or less educated persons, married/widowed persons or those who are poor.

### *Changes in access of the NGOs*

The data collected from the PSG members' shows that changes in the physical and geographical access of the NGOs have been reported by the PSG members, for example a PSG member has stated, "Our local partners have established four new offices in Sangitakht and Ishterlay districts of the Daikundi province to implement their projects". Also PSG members have reported the establishment of NGO-community coordination committees where the implementing NGOs communicate with the local communities through these established coordination committees. However, meetings with communities are not held a regular basis. Also, PSG members were reported to have established new health facilities and health shuras in Khost and Lashkargah, and yet another has reported establishing new offices in some districts of Paktiya, Khost, and Logar provinces, whereas they "previously were working in just one district and



now we have programs in more districts The same PSG member reported having contacted different stakeholders in these new districts such as other NGOs, community people, religious leaders and community elders. An interesting finding was reported by a PSG member that "*we provided emergency contact numbers to the community [...] for community people to contact during emergencies [...]. They can also share their feedback and complaints about services and aid distribution*".

## Recommendations:

The HACP has contributed in bringing about changes in the awareness of the population regarding humanitarian principles, has contributed to positive changes in trust of the general population on humanitarian organizations and improved the perceived access among the general population. However, to improve the effectiveness of the HACP especially it is highly recommended that:

- To change the awareness, perception, attitudes and practices among the populations it is recommended to design and implement a media intervention for longer duration (3-5 years or longer depending on the target area of change); which should be broadcasted through different media channels (mass media and interpersonal media) and should be augmented with community mobilization activities at the local level<sup>4</sup>. In addition, the messages should be repeated multiple times to have a positive effect on the target population<sup>5</sup>. Therefore, it is recommended to continue the activities of the HACP to bring about the required changes in the population about humanitarian principles and humanitarian organizations.
- The transition process that is in progress in Afghanistan necessitates the presence of an intervention such HACP to positively influence the perception of the general population about the NGOs so that an enabling environment can be created for NGOs to tackle the problems of the needy communities through improving humanitarian access. HACP can also be helpful in creating a positive environment of accountability (communities monitoring the progress of humanitarian and development projects-a current message aired through media component. In this way NGOs will face a positive pressure to abide by the humanitarian principles while implementing different interventions.
- Even though our data and other studies have shown that radio is an appropriate channel to reach a great proportion of the population in Afghanistan. However, in order to increase the impact of the project other mass media channels such television, billboards, magazines and newspapers should also be used beside radio.
- Use of multiple channels of communication improves the effectiveness of a media campaign<sup>6</sup>. Therefore, it recommended to use interpersonal communication channels (NGO staff or outreach workers communicating with population) and undertaking community mobilization activities (establishment of coordination NGO-population committees), besides using the mass

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<sup>4</sup> Karen Glanz, Barbara K. Rimer and K. Viswanath. (2008). *Health Behavior and Health Education Theory, Research and Practice* (4th ed.). San Francisco, CA: Jossey-Bass

<sup>5</sup> Snyder & LaCroix, Meta-analyses (2000). How Effective are Mediated Health Campaigns? A Synthesis of Meta-Analyses

<sup>6</sup> Snyder & LaCroix, Meta-analyses (2000). How Effective are Mediated Health Campaigns? A Synthesis of Meta-Analyses

media for transmission of the humanitarian principles related messages. In addition, NGOs can add a component of "target population sensitization and /or advocacy among the target population" for specific intervention

- Even though the HACP has very clear project/program goals, objectives and has a clear project/program monitoring frame work. However, a communication project should also have communication goals, objectives and should have a clear monitoring frame besides having program/project goals or objectives. Therefore, it is recommended to design a clear communication framework for the HACP besides the program frame work. The communication framework should be composed of clearly defined communication objectives (% change in perception about the humanitarian organizations, % increased awareness about human principles), and clearly defined monitoring system to monitor the communication activities.
- Different communication and behaviour change theories should provide the theoretical basis of almost all the communication activities (messages aired) that are designed and implemented as part of the HACP<sup>7</sup>.
- GPS mapping has made it easier to map the reach of the different activities in specific geographical areas. Therefore, it is recommended to use the GPS data of presence of the humanitarian organizations throughout Afghanistan and monitor the new developments regarding the access of the organizations within Afghanistan. This can be done periodically and data from primary and secondary sources should be used to conduct the mapping exercise. Also, in order to measure the perceived access of humanitarian organizations data should be collected using primary research or by conducting secondary research.
- Motivational strategies such as changing meeting venues (conducting the PSG meeting in different member organization offices), rotating meeting leaders, recognizing the active PSG members (members who actively participate in the meetings and striving to improve the coordination among the members) should be introduced to improve the coordination among the PSG members.
- The PSG members have used the opportunity offered by the "HIS" program to share their activities, vision, achievements with the general population. However, it is recommended to publish a humanitarian access communication newsletter through which PSG members can share their achievements and also access related messages with different audiences.
- For future programming a number of priority areas have been identified to develop appropriate messages and communicate them to with the general population to improve humanitarian access in Afghanistan. The priority areas include:
  - *Aim of NGOs working in Afghanistan*: The main actors responsible for the well being of the population are national authorities or the parties involved in the conflict of Afghanistan. However, if the national authorities or parties involved in the conflict are unable or unwilling to meet the basic needs of the affected population, then a third party (which is not involved in the conflict, which work on the principles of neutrality, impartiality and independence) should work for the well being of population. These

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<sup>7 7</sup> Karen Glanz, Barbara K. Rimer and K. Viswanath. (2008). *Health Behavior and Health Education Theory, Research and Practice* (4th ed.). San Francisco, CA: Jossey-Bass

third party agencies are known as NGOs. NGOs work to protect life and health and ensure respect for human beings in the areas where other parties (national authorities or parties involved in the conflict) are not able to provide the needed services. NGOs are not government agencies or they are not allied with any party involved in the conflict they just function for the betterment of communities. However, NGOs need the support of the people to function properly and address most of the needs of the communities, not all of the needs of the communities as NGOs have got their limitations (resource limitations or certain NGOs work in one area and not in the other area).

- *Distinguishing the different humanitarian organizations:* National, which are just working in Afghanistan, are established in by Afghans and are not working in any other country. International which are working in Afghanistan and also other poor countries like Afghanistan. Presence of foreign staff does not make an NGO as international NGOs there are a number of national NGOs who have hired foreign staff to run their organizations and there are international NGOs which only have local (Afghan) staff. Foreigners or Afghans, are hired in the NGOs based on the need of the organization, based on the specific technical skills that they have and based on their internal desire to work for the betterment of the humanity (there are a large of NGOs staff which only works to bring happiness in life others and they are not working NGOs for monetary incentives). UN (Millal-e-Mutahid) is not an NGO.
- *NGOs' money is people/community's money:* The funds that NGOs generate from different sources are actually funds belonging to the communities that the NGOs serve. Therefore, the communities should be supportive and vigilant while the funds are used for their well being. Communities should help the NGOs to identify the areas where support is needed and then should monitor the process how the funds are used to address the needs of the community. However, NGOs cannot full fill all the needs or expectations of the people as NGOs have got their own limitations (resource limitations or certain NGOs work in one area and not in the other area).
- *NGOs function based upon some agreed principles:* Most of the NGOs around the world function: (1) to alleviate human suffering; (2) to provide support where it is needed; (3) not to partner with any specific political or influential group or individuals while provided the needed support; and (4) to work according to its organizational goals (which in most of the cases, is to work for the well being of communities) and not work for the goals of other entities such as foreign governments, national government or individuals. However, a few of the NGOs might not abide by the above mentioned principles so the communities should discuss the issues such as improper distribution of aid or resources with the NGO staff. The communities can support NGOs to direct their resources to the areas of need and to direct the resources towards most needy people. Also, communities can help the NGOs staff to work independently for the betterment of the people without allying with a particular influential group or particular influential person. If the people extend their support to the NGOs then NGOs can properly work in a given locality.

## Annex: List of the villages from which the data was collected

Province	Districts	Village		
Logar	Pul-e-Alam	Honai Sayedan		
		Kolangar		
		Sayed Habibullah Qala		
	Mohammad Agha	Gomaran		
		Kutub Khial		
		Nazar Khial		
		Sangar Khial		
		Sufaid Sang		
		Zahid Abad		
Khost	Nadir Shah Kot	Al-mara		
		Kapri Qala		
		Nawa-i- Kot		
	Mandozai-Ismael Khel	Charga		
		Daroi Khial		
		Do Saraka		
		Hassanzai		
		Khan Kalai		
		Sobi Khial		
		Zhrai Tarkha		
		Alooth		
		Mata Chana		
		Payanda Khel		
		Nangarhar	Kamah	Bajauri
				Deh Ghazi
Kar Khakah				
Masta Ali				
Mirzayee				
Qala e Akhund				
Sher Sar				
Behsud	Abadian			
	Buland Ghar			
	Malang Jan			
	Payra War			
Kandahar	Center	Chaw Ni		
		Dab		
		Gandigan		
		Kart e Malimeen		
		Loya Wiala		
		Mirwais Mena		
		Matoon		
		Noorzo Shah Burj		
		Tup Khana		
		Yakh Kariz		
	Damaan	Mandi Saar		
		Qazi Kariz		

## Annex: Training Agenda of the Data Collectors Training

Humanitarian Access Communication Project (HACP) External Evaluation Survey Training Agenda			
Time	Topic	Methodology	Responsible
9:00 -9:10	Participants Registration	Filling the Registration Form	
9:10-9:15	Welcome	Speeches	
9:15-9:20	Introduction of the participants	Pair Activity	
9:20-9:25	Rules and Regulations of the Training	Brainstorming	
9:25-9:35	Objectives of the Training	Interactive Presentation	
9:35-9:50	Pre-Test		
9:50-10:00	Tea Break		
10:00 -10:15	Humanitarian Access Communication Project	Interactive Presentation	
10:15-10:35	1st step of data collection: Building Rapport with the respondents	Interactive presentation	
10:35-11:00	2nd step of data collection: Getting the consent of the respondents ( Ethics of research)	Q&A Role Play	
11:00-11:30	3rd step of data collection: Using the structured questionnaire to collect data	Review of the questionnaire	
11:30-12:00	3rd step of data collection: Using the structured questionnaire to collect data	Q &A	
12:00-1:00	Lunch Break		
1:00-1:30	Collecting data from respondents in the field	Group work and Role play	
1:30-2:00	Collecting data respondents in the field	Group work and Role play	
2:00-2:30	Data collect plan for the districts	Discussion Group Work	
2:30-2:45	Supervision of the Data collection Process	Discussion	
2:45-3:00	Post test and Closing		

## Annex: Survey Questionnaire

Identification	Code
Province Name:	
District Name:	
Village Name :	
Biographic Information	Code
Interviewee Age:	_____ years
Interviewee Sex:	1. Male          2. Female
Interviewee Education Level:	1.No Formal Education 2.Elementry (class 1- class 6) 3.Intermediate School (class 7- class 9) 4. High School (class 8- class12) 5. Diploma Holder (12+2 year education) 6.Bachelor Degree 96.Others (specify): _____
Occupation Type:	1. Unemployed 2. Daily Wage Worker 3. Skilled Worker 4.Farmer/Farm Worker 5.Government Employee 6. Student 7. NGO worker 96.Others(specify): _____
Interviewee Marital Status:	1. Single          2.Married          3.Widow/ed
No. of persons in your household:	_____
Estimated monthly Income of the household:	_____Afs

Lighting source in the household :	1. Traditional light source (lamp, candles etc.) 2. Solar Panels 3. Electricity 96. Others(specify): _____
<b>Interviewer Information</b>	<b>Response</b>
Interview Date :	
Interviewer's Name :	
Supervisor Name :	
Questionnaire Result Code Assigned by Supervisor :	
Date Data Entered:	
Name of Data Entry Person :	
**Result codes      1    Completed With Satisfactory Data Quality 2    Completed With Questionable Data Quality 3    Partly Completed 96 Others (Specify) : _____	

## Annex: PSG Member Questionnaire

### Key Informant Interview Protocol

#### PSG Members

<b>Name of Interviewee</b>	
<b>Organization</b>	
<b>Position</b>	
<b>Name of Interviewee</b>	
<b>Date</b>	

Q1: Access has got different dimensions for example physical, geographical and informational. In the past one year has your organization experienced any changes regarding the mentioned dimensions of access?

*Example of changes in physical access and geographical access to the communities that you are serving: 1-opening new field offices that makes it easier for the communities to communicate with your organizations; 2-establishing hotlines (cell numbers) through which the communities can communicate with your organization, 3-establishing NGO-Community coordination committees etc. Example of changes in informational access of the communities that you are serving: do the communities know you better as an organization (know your mandate)? Can you share any example?*

A1:

Q2: Four humanitarian principles (Humanity, Neutrality, Impartiality, Independence) were promoted through the media component of the Humanitarian Access Communication Project; do you think that these principles are applicable to the context your organization works in? If yes-to what extent? Do you think that there is a consensus among the NGO community about the interpretation of the four humanitarian principles?

*Do you have any success stories regarding the implementation of the humanitarian principles while implementing projects/interventions in Afghanistan? (Have you changed the way you plan, implement, monitor and evaluate your projects based on the promoted humanitarian principles of Humanity, Neutrality, Impartiality, and Independence?)*

A2:



Q3: Are your organizational values displayed in your offices (main and field offices)? Have your main office or field offices shared their vision, mission and values with the communities that you serve? If yes, when, where, why and how? Can you share a copy of your organizational values with us?

A3:

Q4: Do you share your achievements or shortcomings with the communities you serve? If yes, how often (monthly, quarterly, annually) and through what mediums (printed, coordination meetings, radio/TV)?

A4:

Q5: Has your coordination among PSG members improved? If not, can you tell us about the ways to improve it? If yes, how, when and with whom?

A5:

Q6: Have you or any other member (s) of your organization participated in radio programs of the Humanitarian Access Communication Project (Radio Salam-Watandar or BBC)? How was that experience? How to make radio program more effective?

A6:

Q7: In your opinion, what is the biggest misperception about NGOs in Afghanistan? How can the mentioned misperception (s) or rumor (s) about NGOs be managed properly?

A7: