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# **GICHD Landmine Awareness Education Media & Messages Study**

*Presentation to the Standing Committee Meeting*

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## **1.0 Introduction**

Millions of dollars have been spent over the last few years on posters, videos, leaflets and T-shirts and other communication materials. Yet, the effectiveness of high-cost media and materials used in mine awareness education programmes is increasingly being questioned. Central to the development of an integrated communication strategy for mine awareness education is the need for further research into the different types of media items and their usefulness as educational tools in response to dealing with a mine threat.

## **2.0 Study Goal**

The overall goal of the study is to improve field-based media/communication tools and strategies for mine awareness education through a process of field survey, research and analysis. The Study will aim to produce field-based guidelines for the use of media and the targeting of messages in mine awareness education programmes.

## **3.0 Intended Beneficiaries**

The Study will provide guidance and focus primarily to programme planners and managers and also to donors giving the analytical tools to more effectively assess the validity and benefits of various media items. The end users of the Study should of course be the affected communities who will themselves benefit from the improved construction of mine awareness messages and their mode of delivery.

## **4.0 Study Objectives**

The Study will examine the ways in which various media have been used and the relative strengths and weaknesses vis-à-vis the different contexts such as in Europe, Africa, and Latin America, as well as their role in the differing phases of an evolving mine action programme: emergency, transitional and developmental. In addition, it will aim to give concrete recommendations as to the cost-benefit of the various media types and their role in effectively communicating mine awareness education. It is not the objective of the Study to critique individual media items per se or the work of individual organisations, but rather to broadly examine the effectiveness of various types of media in the mine awareness context.

## **5.0 Strategies**

Through country specific research that engages discussion with affected communities the Study will document, the current usage of mine awareness media items and the measurement of their impact by Programme Managers. Three locations have been selected for specific study – Kosovo, Cambodia, and Nicaragua. These have been chosen to represent post-conflict emergency, transitional, and developmental (control group) contexts for mine action, respectively.

## **6.0 Output**

The finalised study report is due by the end of this year.