

EMPOWERD AID IN ACTION: USING EMPOWERED AID RECOMMENDATION TO IMPROVE PSEA SIGNAGE

Bidibidi Refugee Settlement West Nile, Uganda

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Introduction

The Global Women's Institute's "Empowered Aid" study is feminist, participatory action research (PAR) that recognizes women and girls as contextual safeguarding experts and engages them as co-producers of knowledge, supported to safely take an active role in asking and answering questions about their own lives. PAR proactively acknowledges and addresses power imbalances—in this case, between men and women; aid workers and those receiving aid; and researchers and those being researched. Just as participation lies at the center of accountable humanitarian response, it is a critical element for research that seeks to shift power imbalances.

This brief guidance on using PSEA signage at distribution points was developed by the team in Uganda as part of a set of resources used during the second phase of Empowered Aid, which applied recommendations from women and girls to help make aid distributions safer.

Background

The Empowered Aid research project was implemented in Bidibidi Refugee Settlement West Nile region of Uganda by the Global Women Institute (GWI), the International Rescue Committee (IRC), and World Vision. The project supported aid delivery models that actively worked to reduce power disparities and give women and girls a sustained voice on how aid is delivered.

In Uganda, several recommendations aimed at improving safety during aid distribution for women and girls were implemented. These, among others, included sex-segregated lines and increasing the number of female security guards. There was also a suggestion during phase one to enhance information awareness on prevention of sexual exploitation and abuse (PSEA) by having PSEA signage up at the distribution to supplement messages being delivered via banners and pre-distribution addresses.

Approach

The team in Uganda acted upon these recommendations by taking key recommendations from women and girls, and turning them into messages for PSEA signage. Signage was then designed, in concert with the communications team, and installed strategically at food distribution points.

Based on the wider set of recommendations for safer aid distribution, coming from refugee women and girls through the Empowered Aid project, this activity can be replicated in other distribution settings with other organizations.

Key steps to designing and posting relevant PSEA signage for your organization’s distribution context include:

- ❖ Selecting Empowered Aid recommendations that are most relevant to your context (e.g. sex-segregated lines, posting clear complaint and referral mechanisms, ensuring safe transport to/from the distribution, etc.)
- ❖ Holding an internal meeting to design messages based on Empowered Aid recommendations.
 - Decide on upon audience(s) to target. Signage could be addressed to aid workers, all recipients, women and girls, men and boys, drivers, or multiple audiences as relevant.
 - Decide on what languages these key messages should be developed and posted in to ensure broad understanding.
- ❖ Agreeing on which messages to take forward to a design process to produce visually pleasing PSEA signs.
- ❖ Working with the communication team on the designs and share back for review and approval.
- ❖ Deciding as a team on how to position the PSEA signage at the distribution considering the layout.
- ❖ Installing the PSEA signage

Example: Draft Message Development for PSEA Signage in Uganda

The image displays seven draft messages for PSEA signage, each contained within a purple rectangular box. The messages are arranged in three rows: the first row has three boxes, the second row has two boxes, and the third row has two boxes. The text in each box is white and centered.

All assistance from aid organizations is for free, no favors or money should be asked from you.

We are all responsible for creating a safe space for women and girls. How are you going to do that?

Sex-segregated lines help ensure women and girls feel safe and are not touched against their will.


You can report any problems confidentially to the [organization] helpline: [insert phone number].

You have the right to confidentially report problems to us by going to a protection desk or women’s center located at [insert location].

How are you ensuring the women and girls in our community are safe from sexual exploitation and abuse?

Women and girls in my community deserve to be treated with respect and dignity, I will make sure to treat them that way.

Example: Final Designed PSEA Signage in Uganda



How are you ensuring that women and girls in our community are safe from sexual exploitation and abuse?

WFP World Food Programme
EMPOWERED AID
RESCUE
World Vision



If someone perpetrates Sexual Exploitation and Abuse against you, Report by contacting **0800200147 or go to the protection desk or women's centre.**

WFP World Food Programme
EMPOWERED AID
RESCUE
World Vision



We are all responsible for creating a safe space for women and girls.

How are you going to ensure that?

WFP World Food Programme
EMPOWERED AID
RESCUE
World Vision




Channels of Reporting include calling the helpline **0800200147 or reporting to the Protection desks and Women's centres**

WFP World Food Programme
EMPOWERED AID
RESCUE
World Vision



Assistance from Aid Organizations is for **FREE, No favors or money should be asked from you!**

WFP World Food Programme
EMPOWERED AID
RESCUE
World Vision



Women and girls in my community deserve to be treated with respect and dignity, I will make sure to treat them that way.

WFP World Food Programme
EMPOWERED AID
RESCUE
World Vision



**Women and girls in my community
deserve to be treated with respect
and dignity.**

I will make sure I treat them that way.



World Food Programme



World Vision



**You have the right to confidentially
report problems to us by going to a
protection desk or women's centre.**



World Food Programme



World Vision



**This service point is a safe place for
Women and Girls; everyone has the
right to receive services with dignity**



World Food Programme



World Vision



**How are you ensuring that women
and girls in our community are safe
from sexual exploitation and abuse?**



World Food Programme



World Vision

ABOUT EMPOWERED AID

Empowered Aid is a multi-country, participatory action research project led by the Global Women's Institute (GWI) at the George Washington University. The initial study was conducted in partnership with the International Rescue Committee (IRC) and World Vision in Uganda, and with CARE International and URDA in Lebanon; with scale-up activities currently underway in partnership with World Vision in the Middle East, East Africa and South Asia. Its goal is to support the creation or adaptation of aid delivery models that actively work to reduce power disparities and give women and girls a sustained voice in how aid is delivered. Empowered Aid is funded by the U.S. Department of State's Bureau of Population, Refugees and Migration.

Learn more at <https://empoweredaid.gwu.edu>

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