

# RAAM Information Dissemination Guidance

Effective adaptive management requires timely access to relevant and reliable information. RAAM information that is produced but not shared with decision-makers is wasted, but effective dissemination in reduced access environments can be tricky. Dissemination must consider information urgency, key stakeholders' preferences for communication, and matching the message with the audience. Each RAAM method matrix tool instructs users to plan at least the basics of who will disseminate information, how, and to what audience. This guidance and the RAAM Information Dissemination Matrix tool can be used to make a more detailed strategy if desired. It covers common types of information dissemination channels and what types of information they tend to be most useful for.

This guidance can be consulted during the Workshopping phase of any RAAM method to support creating an effective analysis plan, or during Implementation of a RAAM method, especially during interpretation and reporting of information that has been generated by a RAAM method. For additional help with dissemination planning, you can search for

practice guides from various governmental bodies, for example this [Quick-Start Guide to Dissemination](#) from a US government agency.

Planning information dissemination channels  
Selecting channels through which you disseminate information can be surprisingly challenging. Many programs in reduced access environments rely on multiple channels of communication which do not always overlap. There may not be an existing channel which contains the exact audience(s) you are trying to reach, which might mean you need to create a new channel or select multiple channels to use and track. In addition, the urgency of the information will impact which channel is appropriate. Dissemination channel categories include the following:

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## 1) "Quick" channels

These are channels which usually reach stakeholders/ audiences most quickly, and should be used when there is high urgency in disseminating the information, interpreting it, and deciding on changes or adaptive management actions in response to it. These include:

- Meetings (for example, weekly coordination meetings, ad-hoc meetings, security meetings, etc.)
- Emails
- Calls over the phone or a platform like Teams, Zoom, Google Meet.

Which channel is "quick" depends on the team, as in some reduced access environments the key interpreters and decision-makers may not be able to meet in person, while in others an in-person meeting will be the most efficient way for them to discuss a piece of RAAM analysis and take action.

## 2) Ad hoc stakeholder/expert review meetings

When decision-making is not urgent, an ad hoc meeting may be scheduled with decision-makers, stakeholders, and/or subject matter experts for the purpose of reviewing RAAM information, interpreting it, and generating a report with a recommendation or action. These meetings provide an opportunity for team members to discuss the information in detail, ask questions of RAAM analysts or request additional information, and make a record of the group's consensus or disagreements.

## 3) After Action Review

An After-Action Review can be a useful opportunity to present an overview of RAAM findings for the wider program team and other stakeholders. This review should be held after at least one cycle of information generation and use was done, and provides an opportunity for different stakeholder groups (including non-technical personnel) to see the RAAM findings, review how they were used and what happened in response, and comment on what might be improved. A simple template for an After-Action review utilizes the following structure:

### After Action Review

What was intended	What happened	Why it happened	Lessons learned

Other resources for conducting an After-Action Review are as follows:

- [WHO After Action Review Toolkit](#)
- [USAID ECOWAS After Action Review Guidance Notes & Templates](#)

#### 4) Emergency Preparedness Plan/Contingency Plan

An Emergency Preparedness Plan (sometimes called a Contingency Plan) is also a tool that can be used for dissemination of RAAM findings and adaptive management. These plans support the program to increase their overall level of preparedness to respond to an emergency, and where programs have them, it is important to consider if they can or should be updated based on RAAM findings. If so, the RAAM Implementation team will need to make contact with the EPP manager and discuss how they can best feed into plan updates.

Good resources for developing and using an emergency preparedness/contingency plan are as follows:

- [Care Emergency Preparedness Planning \(EPP\) Guidelines](#).
- [IASC Guidelines on Emergency Response & Preparedness](#) (Pg. 29–33)

#### 5) Regular program review meetings

Most program teams will already be conducting regular check-in meetings (e.g. weekly or monthly) to take note of the progress of the program, review progress against targets, and have other important discussions. These meetings provide an ideal regular forum for RAAM information to be shared, discussed, and incorporated into program planning. If other departments involved in RAAM are not already attending the meetings, it may be useful to invite them regularly or on an ad hoc basis. Programs may also hold longer and more detailed meetings (e.g. quarterly) in which RAAM information can be reviewed in-depth.

These meetings are most useful for RAAM information that is not urgent but still requires regular review and discussion; for example, a context map tracking trends in market access by differing communities may sometimes contain urgent information, but more frequently it will contain limited or small changes which do not affect program activities, and which can be reviewed at the regular meeting to ensure everyone is up to date. These meetings may also serve as opportunities to follow up on previous RAAM products or reports to confirm whether they were used, and what, if any, results have been observed from the adaptations made because of their use.

#### 6) Program learning events

Programs should have periodic in-depth learning events, for example mid-term reviews. At these learning events, RAAM findings, impact on program decisions, lessons learned, and opportunities for improvement should be discussed in-depth (see After Action Review above). The Food for Thought [Pause and Reflect Toolkit](#) is an open-source toolkit that helps teams implement effective one-day learning sessions, either annually or at end of program. This toolkit is meant to reinforce the use of data and evidence collected during the implementation phase of a program to reflect on its performance and progress and make any necessary adaptations so the program can more effectively meet communities' needs. Events can be conducted in person, or on a hybrid or virtual basis. This toolkit is a great resource to reflect on RAAM findings and help to reflect on important information and use it to improve programming and development outcomes.

## Using the Information Dissemination Matrix

The Information Dissemination Matrix documents what RAAM information is shared and how, who it is shared with, why it is shared, and when. The guiding questions in the table below can be used to help fill out the individual RAAM Method Matrices (which ask for basic details on information dissemination plans). For programs which feel they need detailed information dissemination plans, the Information Dissemination Matrix can be used. The Information Dissemination Matrix can be used both to *plan future dissemination*, or to *document actual dissemination*.

The table below provides question prompts and examples to guide you to fill out columns of the Matrix:

## After Action Review

Column Name	Guiding Question	Example
<ul style="list-style-type: none"> <li><b>RAAM Product/ Information</b></li> </ul>	<ul style="list-style-type: none"> <li>What is the title of the report/ product? Or How will reports/products be named to make tracking/updates easier?</li> <li>What RAAM methods are associated with the product?</li> </ul>	<p><b>Title:</b> Participant Access Map for cash activities program X_[Month] [Year]</p> <p><b>Method:</b> Context Mapping</p>
<ul style="list-style-type: none"> <li><b>Who</b> – The way you disseminate information depends on your target audience. It generally can be thought of as who this information is the most useful for and for whom this information is essential for their role.</li> </ul>	<ul style="list-style-type: none"> <li>Who has already specified a need for this product's information?</li> <li>Which members of the program leadership make decisions about the activity referenced by the RAAM information?</li> <li>Who could benefit from the information even if they have not specified a need? (ex: program team, implementing partners, subcontractors,, community members, donors, wider humanitarian community)</li> <li>Do we already know what channels these audiences use? What channels are most accessible for them? Who could we consult to find out accessible channels?</li> </ul>	<p>The <b>program manager</b> and <b>program teams</b> should read this report because it can inform important adjustments that should be made to programming location and accessibility for participants trying to access distribution locations.</p> <p>Ex. A program manager may choose to pause or move distributions from one location to another due to information from the RAAM report</p> <p>Program teams may be able to inform program participants and/ or suppliers of these updates that impact the program itself</p>
<ul style="list-style-type: none"> <li><b>What</b> – the categories of information that will be or were disseminated</li> </ul>	<ul style="list-style-type: none"> <li>What RAAM method objectives were or will be covered in this product/report?</li> <li>What type of information does it provide?</li> <li>What was or will be the format, e.g. a summary report, a visualization/map?</li> <li>What were the key findings that should be conveyed to the audience for interpretation or decision-making?</li> </ul>	<p>Example: This report identified the reasons behind why certain participants were unable to reach distribution locations of the project, this was due to specific contextual and political factors (ex. Violent conflict between groups – <b>specify in your report</b>) that were analyzed with the Context Mapping tool.</p>

## After Action Review

Column Name	Guiding Question	Example
<ul style="list-style-type: none"> <li><b>Why</b> – there can be multiple reasons why <i>this</i> audience is or will be receiving this message, and these are important to document as they can help answer <i>when</i> (next column)</li> </ul>	<ul style="list-style-type: none"> <li>Why is it important for the audience to receive this information?</li> <li>Why is it relevant and valuable to them?</li> <li>Why should they pay attention and engage with the information? What could happen if the information is not reviewed?</li> </ul>	<p><b>Example:</b> This audience will receive updates from the context map about participant accessibility because they will be able to interpret the findings considering other strategic developments, and make a recommendation for program adaptation to the relevant decision-maker.</p> <p><b>Example:</b> This RAAM information may show that certain numbers of people cannot access the program area due to closed supply routes. This would affect routine delivery of supplies.</p>
<ul style="list-style-type: none"> <li><b>When</b>– based on the previous columns, the timing/urgency of delivering the report to the target audience.</li> </ul>	<ul style="list-style-type: none"> <li>Is there a specific deadline for this information to be shared for associated adaptive management decisions to be made?</li> <li>What is the likely urgency level of the information being shared? If the information may be at varying levels of urgency, what is the categorization of urgency that is being used?</li> </ul>	<p>For Example:</p> <p><b>HIGH urgency</b> – information needs to be shared as soon as possible</p> <p><b>MEDIUM urgency</b> – important information but can wait a few days or weeks to be shared</p> <p><b>LOW urgency</b> – Reporting is part of a routine check-up which will be shared as relevant</p>

## After Action Review

Column Name	Guiding Question	Example
<ul style="list-style-type: none"> <li><b>How</b>– Based on previous columns for who, what, why, and when, specify the channel(s) of dissemination for the given RAAM product, report, or information.</li> </ul>	<ul style="list-style-type: none"> <li>What channels can accommodate different urgencies while still reaching the target audience?</li> <li>What channels does the audience pay attention to? What channels already exist?</li> <li>Will we need to create any new channels to ensure that information is reviewed properly according to urgency?</li> <li>Are there any technical reasons why we might want to choose one channel over the other? (e.g. a Teams call rather than a phone call because the audience will need to visually review the map for proper interpretation)</li> </ul>	<p><b>High urgency:</b> Disseminate through a direct phone call to identified audiences.</p> <p><b>Medium or Low urgency:</b> Can be shared as a narrative report via email and presented at quarterly meeting</p>
<p><b>Findings Interpretation:</b> Once the information was disseminated, it is important to track how the information will be or was interpreted. This column can help to further detail considerations for interpretation, or document interpretations that have been done for a given report or product</p>	<ul style="list-style-type: none"> <li>What interpretation details have already been laid out in the applicable method Analysis Plan? For example, for rumor tracking a Rumor Committee should already have been assigned.</li> <li>Would this product or report likely benefit from subject matter experts commenting on it? For example, if the RAAM information is on land cover changes, it might be helpful to have someone with expertise on the region review it.</li> <li>What known data limitations were uncovered in the workshop? What anticipated weaknesses do we know the report/product will have?</li> <li>What type of conclusions were or can be drawn from this report or product?</li> </ul>	