

FSAC YEMEN
Food Security and Agriculture Cluster**IEC MATERIAL TEMPLATES**
Standardized Information, Education, and Communication Materials
for Community Accountability — Arabic Adaptation Guides Included
FSAC Yemen — Annex E | June 2026**How to Use These IEC Templates**

This package contains 5 standardized IEC templates covering the most critical AAP communication needs.

Each template is provided in English with guidance for Arabic adaptation.

ALL materials must be translated into Arabic and relevant local dialects before use.

Pictorial versions: Each template must be accompanied by a pictorial/visual version for non-literate populations. Partner graphic designers should use the text here as the basis for visual content.

Audio versions: For radio or audio recording, adapt the text to conversational format. Remove bullet structure; use direct address ('You have the right to...').

Large-print versions: Minimum font size 18pt for elderly populations and those with visual impairments.

Braille: For communities with significant visual impairment prevalence, coordinate with OPDs for braille production.

Test all materials with community representatives before printing/distribution.

IEC Template 1: Your Rights as a Beneficiary

Template 1 of 5 | Format: Poster / Leaflet / Audio | Arabic adaptation required

PURPOSE: To inform all beneficiaries of their basic rights related to humanitarian assistance — what they are entitled to, what to expect from staff, and how to raise concerns. Distribute at registration, pre-distribution orientations, and display permanently at distribution points.

DESIGN GUIDANCE: Use large Arabic text (minimum 18pt). Include a pictorial version with icons for each right. Print in colour where possible; ensure sufficient contrast for visual accessibility. Laminate for durability if displayed outdoors.

	حقوقكم كمستفيد YOUR RIGHTS AS A BENEFICIARY
✓ You have the RIGHT to receive information about the programme, who is delivering it, and why you were selected. ✓ You have the RIGHT to know exactly what assistance you will receive, when, and where. ✓ You have the RIGHT to ask questions and receive clear answers from staff. ✓ You have the RIGHT to raise a complaint or concern without fear of losing your assistance. ✓ You have the RIGHT to provide feedback anonymously if you wish. ✓ You have the RIGHT to be treated with respect and dignity at all times. ✓ You have the RIGHT to be protected from exploitation, abuse, and inappropriate behaviour by staff.	

Arabic Adaptation Notes — Template 1
Key term: حقوقك (your rights) — use consistently throughout. Ensure translation uses accessible, non-technical Arabic. Avoid formal fusha where colloquial is clearer. Adapt the greeting formula to local dialect for audio version. Include the organization name and logo in the final version. Add: 'This programme is provided by [Organization Name] with support from [Donor]'. The phrase 'without fear of losing your assistance' is critical — test this phrasing with community members before printing to ensure it is understood and trusted.

IEC Template 2: How to Give Us Feedback or Make a Complaint

Template 2 of 5 | Format: Poster / Card / Audio / Hotline Script | Arabic required

PURPOSE: To communicate all available feedback and complaint channels, with clear step-by-step instructions for how to use each one. Distribute at registration, pre-distribution orientations, and display at all distribution and help desk points.

DESIGN GUIDANCE: This is the most operationally critical IEC material. Each channel must have its own icon. Use a numbered step format (1-2-3). Include actual phone numbers, opening hours, and locations. Update and reprint whenever contact details change.

📞	كيف تعطينا ملاحظاتك؟ HOW TO GIVE US FEEDBACK
✓ 🌐	CALL US FREE: Dial [TOLL-FREE NUMBER] — open [Hours] — Arabic-speaking operators available.
✓ 💬	WHATSAPP: Send a message to [NUMBER] at any time — text or voice message accepted.
✓ 📦	SUGGESTION BOX: Drop a written note in the box at [LOCATION(S)] — you can remain anonymous.
✓ 🤝	HELP DESK: Visit our help desk at [LOCATION] on [Days/Hours] — speak directly with our staff.
✓ 🏠	HOME VISIT: If you cannot come to us, call [NUMBER] to request a female staff member to visit you.
✓ 👤	COMMUNITY FOCAL POINT: Speak with [Name] in your community — they will pass on your feedback confidentially.

ما الذي يحدث بعد ذلك؟ | WHAT HAPPENS NEXT?

1. We receive your feedback.
2. We acknowledge your feedback within 3 working days.
3. We investigate and respond within 15 working days.
4. We tell you what action we took — and why.

★ Your assistance will NOT be affected by making a complaint.

Arabic Adaptation Notes — Template 2
Fill in ALL contact details, locations, and hours before printing — blank versions must never be distributed. Phone number must be tested and confirmed toll-free before distribution. For communities with low smartphone penetration, de-emphasize WhatsApp and emphasize hotline and help desk. The guarantee that 'assistance will NOT be affected' must be prominently displayed and verbally reinforced at all orientations. Audio version: Record by a trusted community member, not an organization staff member, for higher trust.

IEC Template 3: What to Expect from Our Staff — Code of Conduct

Template 3 of 5 | Format: Poster / Leaflet | Arabic required

PURPOSE: To communicate to communities the behaviour they should expect from humanitarian staff, and what constitutes unacceptable behaviour that should be reported. This is directly linked to PSEA/SEAH prevention. Display at all distribution points and help desks.

	ما الذي تتوقعه من موظفينا WHAT TO EXPECT FROM OUR STAFF
✓	Our staff will ALWAYS treat you with respect and dignity.
✓	Our staff will ALWAYS listen to your concerns without judgment.
✓	Our staff will NEVER ask for money, favours, or anything in return for assistance.
✓	Our staff will NEVER ask for sexual favours in exchange for assistance or registration.
✓	Our staff will NEVER discriminate based on sex, age, religion, disability, or community group.
✓	Our staff will ALWAYS wear visible ID badges — ask to see identification if unsure.
✓	Our staff will ALWAYS maintain confidentiality of your personal information.

إذا لم يلتزم موظف بهذه القواعد — أبلغ عنه | IF A STAFF MEMBER DOES NOT FOLLOW THESE RULES — REPORT IT

Call: [CONFIDENTIAL REPORTING NUMBER]

Or speak to a female staff member or community focal point in confidence.

Your report will be handled confidentially. You will not lose your assistance for reporting.

Arabic Adaptation Notes — Template 3
The SEAH reporting pathway must use a CONFIDENTIAL number separate from the general programme hotline. Use inclusive language — avoid terms that may stigmatize survivors. Culturally, the phrase 'never ask for sexual favours' may need careful wording — test with female community members and local staff to ensure it is understood without being unnecessarily distressing. Ensure the 'report it' section references a female contact option — critical for women survivors. Include the organization's logo and name. Indicate this material is funded by [Donor] if required.

IEC Template 4: How We Select Beneficiaries — Targeting Criteria

Template 4 of 5 | Format: Poster / Community Meeting Handout | Arabic required

PURPOSE: To ensure full transparency about how beneficiaries are selected for the programme. Communities that understand targeting criteria raise fewer targeting-related complaints and are more likely to trust the programme. Distribute at community meetings before registration.

DESIGN GUIDANCE: This template contains placeholder text that **MUST** be customized for each programme before printing. Never distribute a generic version. Translate into accessible Arabic.

HOW WE SELECT BENEFICIARIES [Organization Name] — [Programme Name] — [Location(s)]

Who is eligible for this programme?	Who is NOT eligible for this programme?
Complete these criteria for your specific programme before printing: ✓ [Criterion 1 — e.g., Households in IPC Phase 3 or above] ✓ [Criterion 2 — e.g., Households with children under 5] ✓ [Criterion 3 — e.g., Female-headed households] ✓ [Criterion 4 — e.g., Newly displaced IDPs] ✓ [Criterion 5 — add as needed]	- X [Ineligible group 1 — e.g., Households receiving similar assistance from another organization] - X [Ineligible group 2] - X Households who have already received this specific assistance in this cycle.

IF YOU THINK YOU QUALIFY BUT WERE NOT SELECTED, OR IF YOU THINK A MISTAKE WAS MADE:

Contact us at: [Feedback Channel — Phone / Help Desk / Focal Point]

All targeting complaints are reviewed. You will receive a response within 15 working days.

IEC Template 5: Distribution Information Card

Template 5 of 5 | Format: Pocket Card / Poster | Arabic required | Pictorial version essential

PURPOSE: A simple, practical information card given to each beneficiary household at registration containing all key distribution information. This is the most basic AAP communication tool and must accompany every distribution. Print as a pocket-sized card where possible.

DESIGN GUIDANCE: Keep text minimal — this is primarily a visual reference card. Each piece of information should have a corresponding icon. Pictorial version is ESSENTIAL — assume the holder may not be literate. Laminate if budget allows.

[ORGANIZATION NAME] — [PROGRAMME NAME]

بطاقة معلومات التوزيع | YOUR DISTRIBUTION INFORMATION CARD

 Distribution Date	 Distribution Location	 Distribution Time
[DATE]	[LOCATION — be specific]	[TIME]

What you will receive	Registration / ID required	Quantity
[Item 1 — e.g., Wheat flour 50kg]	☐ Beneficiary card	[Quantity per HH]
[Item 2 — e.g., Vegetable oil 5L]	☐ National ID	[Quantity per HH]
[Item 3]	☐ Other: _____	[Quantity per HH]

 **Questions? Contact Us:**

 [Phone / Hotline Number]

 [Help Desk Location]

 [Community Focal Point Name]

 **Problem or complaint?**

Use any channel above.

Your assistance will NOT be affected.

Anonymous option available.

Production Guidance — All IEC Templates

TRANSLATION: All materials must be translated by a qualified Arabic translator and reviewed by a local staff member familiar with the dialect of the target community before printing.

PRE-TESTING: All materials must be pre-tested with at least 5 community members representing diverse groups (including at least 2 women and 1 person with disability) before mass printing.

ACCESSIBLE FORMATS: For each printed material, produce: (a) a pictorial/visual version using icons and minimal text; (b) an audio version for radio or recording; (c) a large-print version (18pt+ font) for elderly and visually impaired populations.

QUANTITIES: Print enough for all beneficiary households plus 20% buffer for community display copies.

UPDATES: Review and reprint when contact details, distribution information, or targeting criteria change. Never distribute outdated materials.

STORAGE: Ensure sufficient stock before programme launch. Do not delay distribution orientation due to IEC material shortage.