



SOUTH SUDAN RED CROSS AND RED CROSS RED CRESCENT MOVEMENT

BRAND AWARENESS AND PERCEPTION RESEARCH REPORT

TABLE OF CONTENTS

1.1.	List of Table	2
1.2.	List of Figures	2
1.3.	List of Abbreviations.....	4
2.	<i>Executive Summary</i>	5
1.1	Introduction	5
1.2	Purpose of the Research	5
1.3	Research Methodology.....	6
1.4	Summary of Research Findings.....	6
1.4.1	Demographics	6
1.4.2	Public Knowledge of the Red Cross Red Crescent Movement	7
1.4.3	Public Trust and Confidence in the Red Cross Red Crescent Movement	7
1.4.4	Public Attitudes Toward Voluntary Services.....	8
1.4.5	Public Knowledge about SSRC Auxiliary Role	9
1.5	Recommendations	9
1.5.1	To the South Sudan Red Cross	9
1.5.2	To ICRC, IFRC and Red Cross Red Crescent Movement Partners	9
2	<i>Introduction</i>	10
2.1	Background of the Red Cross Red Crescent Movement	10
2.1.1	South Sudan Red Cross [SSRC]	10
2.1.2	International Committee of the Red Cross [ICRC] & International Federation of Red Cross and Red Crescent Societies [IFRC].....	10
2.2	South Sudan Red Cross Partnerships	11
2.2.1	International Committee of the Red Cross.....	11
2.2.2	International Federation of the Red Cross & Red Crescent Societies	11
2.3	Fundamental Principles of the Red Cross and Red Crescent Movement.....	12
2.4	Guiding Objectives and Functions of the South Sudan Red Cross	12
3	<i>Research Purpose</i>	13
3.1	Research Objectives	14
3.2	Research Questions	14
3.3	Stakeholder Analysis.....	15
4	<i>Research Methodology</i>	17
4.1	Research Design.....	17
4.2	Sampling Technique.....	17
4.2.1	Stratified Sample Size per Payam	17
4.2.2	Random Selection of Respondents at Households.....	17
4.3	Data Collection Methods	18
4.3.1	Household Survey	18
4.3.2	Focus Group Discussions (FGD)	18
4.3.3	Key Informant Interview (KII)	18
4.4	Research Limitations	18
4.5	Ethical Considerations.....	19
5	<i>Research Findings</i>	20

5.1 Demographic Analysis	20
5.1.1 Region and Gender.....	20
5.1.2 Education and Occupation	21
5.2 Knowledge of the Red Cross Red Crescent Movement	21
5.2.1 Identifying SSRC & Red Cross Red Crescent Movement as Humanitarian Agency	22
5.2.2 Recognition of Red Cross Red Crescent Movement Brand and Services in Communities.....	23
5.2.3 Exploring Access and Quality of Red Cross Red Crescent Movement Services	27
5.3 South Sudan Red Cross Brand Identity	29
5.3.1 Brand Loyalty and Recognition of the SSRC	29
5.3.2 SSRC Compliance with Values and Fundamental Principles.....	31
5.3.3 Public Trust, Confidence, and Integrity of South Sudan Red Cross.....	32
5.3.4 Trust, Confidence and Integrity of ICRC.....	34
5.3.5 Public Trust, Confidence and Integrity of Other Red Crosses.....	35
5.4 Public Attitude towards Voluntary Services	37
5.5 Public Knowledge about the SSRC Auxiliary Role.....	39
6 Analysis and conclusion	41
7 Recommendations.....	44
7.1 To South Sudan Red Cross.....	44
7.2 To ICRC, IFRC, and Red Cross Red Crescent Movement Partners	47

1.1.List of Table

Table 1 Research questions.....	14
Table 2 Stakeholders Analysis.....	16
Table 3 Number of survey respondents by location	20
Table 4 Number of respondents by gender and location	20

1.2.List of Figures

Figure 1 Respondents education levels.....	21
Figure 2 Respondents occupation	21
Figure 3 Knowledge of SSRC and RCRC Movement	22
Figure 4 Respondents views on characteristics of humanitarian or voluntary organisations ..	22
Figure 5 Respondents knowledge of Red Cross Red Crescent Partners.....	23
Figure 6 Respondent familiarity with SSRC work	24
Figure 7 Respondents familiarity with SSRC work by location.....	25
Figure 8 Respondents view on SSRC services	26
Figure 9 SSRC top rated activities or services by respondents	26
Figure 10 Respondents sources of information on SSRC work	27

Figure 11 Respondents access to services provided by SSRC	28
Figure 12 Respondents satisfaction level with services provided by SSRC.....	29
Figure 13 Respondent recognition of SSRC.....	29
Figure 14 SSRC brand identity linked services	30
Figure 15 SSRC compliance with its fundamental principles	31
Figure 16 Public trust and confidence in SSRC.....	32
Figure 17 Approachability of SSRC staff or volunteers in communities	33
Figure 18 Public trust and confidence in ICRC	34
Figure 19 Public trust and confidence in PNS.....	36
Figure 20 Public interest to become SSRC volunteer.....	37
Figure 21 Key voluntary services supported by SSRC.....	38
Figure 22 Public interest to participate as volunteer.....	39
Figure 23 Public knowledge of SSRC auxiliary role to public authorities.....	40

1.3. List of Abbreviations

EA	Enumeration Area
FGD	Focus Group Discussions
HCT	Humanitarian Country Team
HDP	Humanitarian Development Peace Nexus
ICRC	International Committee of the Red Cross
IFRC	International Federation of the Red Cross and Red Crescent Societies
IHL	International Humanitarian Law
ISPR	Institute of Social Policy and Research
KII	Key Informant Interviews
NBS	National Bureau of Statistics
NGO	Non-governmental Organization
NSD	National Society Development
PNS	Partner National Society
OSV	Other Situations of Violence
PNS	Partner National Societies
PPS	Public Perception Survey
RCRC	Red Cross Red Crescent Movement
RCS	Red Cross Society
RRC	Relief and Rehabilitation Commission
SAF	Safer Access Framework
SPLM/A	Sudan People's Liberation Movement/Army
SSRC	South Sudan Red Cross

1. EXECUTIVE SUMMARY

1.1 Introduction

The South Sudan Red Cross (SSRC) is the Red Cross National Society of South Sudan, which was founded in 2011 and established by an Act of Parliament on the 9th of March 2012. It was recognized by the International Committee of the Red Cross (ICRC) in June 2013 and admitted into the International Federation of the Red Cross and Red Crescent Societies (IFRC) in November 2013. The SSRC is governed by the Governing Board led by the President, and currently has an estimated network of 19,785 volunteers, 41% of whom are women, and 4,234 registered members. As a nationwide volunteer and membership organization, the SSRC encourages diversity and participation in every community. The SSRC has its headquarter in Juba, led by the Secretary General and has a nation-wide network of 21 branches and 120 units. The SSRC has a capacity of 265 staff (215 male and 50 female) in its headquarters, branches and units, positioning itself as the most prominent national humanitarian responder.

The SSRC is an auxiliary humanitarian actor for public authorities. It works closely with the International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (IFRC), and Other Red Cross Red Crescent Movement Partners (RCRC). The ICRC was established in 1863 and marked the beginning of the International Red Cross and Red Crescent Movement shortly after that. The Red Cross Red Crescent Movement comprises the International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (IFRC), and the 191 member National Societies.

Across the country, the SSRC and its Red Cross Red Crescent Movement Partners are working to address the protracted crises and their negative impact on communities. The SSRC has a unique position at any time, and within short notice, it can mobilize trained volunteers to respond to national disasters and shocks. As such, the SSRC has an essential advantage as the largest humanitarian organization in South Sudan. As part of its 2022-2026 strategy, SSRC endeavours to utilize its locally led strength to consistently deliver sustained and community-based services to vulnerable people through its volunteers and networks.

1.2 Purpose of the Research

The SSRC & Red Cross Red Crescent Movement Partners commissioned this Brand Awareness and Perception Research to explore and gain insights into how the public and stakeholders view the brand and work of the Red Cross Movement in South Sudan. The findings from this research will help shape the MOV partners communication and advocacy strategies (especially the SSRC one) to increase awareness among the target audiences and increase understanding and acceptance of the humanitarian values, interventions, and principles. The SSRC & Red Cross Red Crescent Movement Partners envision working towards healthy, resilient, empowered, and inclusive communities. This can be achieved through accessing and assisting those in pressing need. Based on its legal framework and strategic plan, the SSRC and MOV partners want to position as respected and trusted voice of vulnerable populations and maintain their influence through Humanitarian Diplomacy and Communication in line with the organisation's strategy. This Brand Awareness and Perception Research aims explicitly to:

- Measure awareness and perception of the SSRC and the Red Cross Red Crescent Movement to guide dissemination efforts, the brand will be among key representatives

of humanitarian and development agencies, the public, and relevant government officials.

- Gauge whether the target audience understands SSRC's auxiliary role (internally and externally).
- Assess the perception of the SSRC, the Red Cross Red Crescent Movement – The effectiveness of the ICRC and other Red Crosses in delivering their mandate (humanitarian aid and responding to emergencies).
- Identify key drivers and barriers influencing public acceptance, trust, and confidence in the SSRC.
- Provide recommendations for improving communication strategies and public engagement.

1.3 Research Methodology

A descriptive and proportional research design was utilised to conduct this Brand Awareness and Public Perception Survey (PPS) of the SSRC and Red Cross Red Crescent Movement to assess people's opinions, trust, and confidence in the role of SSRC in South Sudan. The research design involved a sequential mixed-methods approach, employing quantitative and qualitative methods and techniques. The qualitative data collection was conducted alongside the quantitative survey to integrate emerging survey findings into the design process. The qualitative data from key stakeholders helped link human change stories and relationships to the SSRC and the Red Cross Red Crescent Movement to the survey findings. The qualitative data collection focused on interfacing with key interlocutors in the selected areas. As guided by the stakeholder analysis, a purposive selection method was used to select the interlocutors. The quantitative primary data was collected through a random household survey in the selected Enumeration Areas (EAs), followed by a data review and analysis.

The research interfaced with 737 respondents, 305 or 41% of whom were women in Juba, Wau, and Malakal counties. In particular, the household survey reached 635 respondents across Juba, Wau and Malakal Counties. The survey data was complemented with semi-structured qualitative data obtained from the nine Focus Group Discussions (FGDs) with a total of 73 participants [36 or about 49% female] and 29 [9 or 30% female] Key Informant Interviews (KII), which targeted key interlocutors. The sample size for the household survey was determined based on the county population as per the official data of the National Bureau of Statistics (NBS). This approach ensured a proportionate representation of survey respondents across the three counties. The survey considered respondents' key demographic categorization, including gender, age, population type, region, occupation and education levels.

1.4 Summary of Research Findings

1.4.1 Demographics

- 737 [306 or 41% female] respondents were reached across the three counties: 52% from Juba, 26% from Wau, and 22% from Malakal who participated in the household survey.
- At least 56% of the respondents were aged between 18 and 35, 35% were 36 to 45 years, 7% were aged 46 to 50 years, and 2% were above 50.
- 85% were host communities, 11% were returnees, 4% were internally displaced persons, and 0.1% were refugees.
- Regarding education, 32% of the respondents completed secondary education, 26% completed primary education, 6% achieved a degree in education, 7% completed vocational skills training, 7% possessed a Diploma, and 1% had a master's degree.

- Regarding occupation, 29% were business owners, 36% were houseworkers, 7% were employed in the public sector, and 10% were salaried respondents in the private sector. Those in the agriculture sector were 4%, 6% from the organized forces and 8% did not have any recognized occupation.

1.4.2 Public Knowledge of the Red Cross Red Crescent Movement

- 4.6% of respondents could first think of the Red Cross at any given time when reflecting on humanitarian or volunteer-based organisations. A significant proportion could think of the services delivered in emergency response instead of the agencies.
- The top three features of humanitarian or voluntary aid organisations are life-saving assistance, 30.2%, participation of affected populations, 16.2% and inclusion of people with disabilities, 14.6%.
- When respondents were asked which Red Cross Red Crescent Movement they have heard, the organisation they had heard of the most was SSRC, which led with 56.8%, followed by the ICRC with 31.1%, the IFRC with 9.4%, and other Red Crosses with 0.8%.
- 71.8% of respondents were familiar or very familiar with the activities of the SSRC. When disaggregated by location, Malakal led by 78.9%, Wau at 51.8% and Juba at 42.2%
- The respondents identified health as the most prominent activity delivered by the SSRC, with 15%, followed by first aid at 15%, protection services at 11%, livelihoods at 10%, and blood donation at 10%.
- The primary sources of information for the public about SSRC and RCM activities include community outreach (27.7%), family members or friends or SSRC volunteers (24.3%), and those who directly benefited from the interventions (15.5%).
- Out of the total respondents interviewed, 66.8% did not access any SSRC-provided services in the last twelve months, compared to 21.9% who benefited and 11.5% who were unsure. Gender categorization has witnessed more men, 28%, who benefited than women, 17.4%. By location, Wau had the largest share of those who accessed the services, 37.8%, compared to Malakal, 28.9%, and Juba, 10.6%.
- Out of those who benefited, 81.9% said the services were **very good or excellent**.
- When respondents were asked to rate their satisfaction with the services received, a combined total of 94.2% were either **very satisfied or satisfied** with the quality of services.

1.4.3 Public Trust and Confidence in the Red Cross Red Crescent Movement

- 41.6% of respondents recognized that the SSRC is the Red Cross Society (RCS) of South Sudan, against 58.4% of respondents who did not know the SSRC's identity.
- An assessment of respondents' thoughts when they see the Red Cross logo or emblem revealed that first aid at 22.9%, protection services at 13.1%, emergency response at 12.7%, and family reunion at 11.9% were the most notable services that come to mind.
- SSRC enjoys a good reputation, visibility, and compliance with the fundamental principles and the legal benchmarks in the SSRC Act of 2012. When assessed on a scale of agreement or disagreement, the organization is rated positively across the principles, scoring 85.5% on **humanity**; impartiality received 85.7% and 82.4% on **neutrality**, 76.2% on independence, 85.8% on its voluntary services delivery approach, and 79.4%

on **universality**—across the different principles, males, and females had mixed opinions.

- When the survey further probed the satisfaction level of respondents with the voluntary services provided by SSRC volunteers, 78.7% responded that the organization's services were either **satisfactory or very satisfactory**, compared to 21.3% who said the services were somewhat satisfactory and not satisfactory.
- Respondents were asked about their trust, confidence, and integrity in the SSRC as an emergency responder. The SSRC received high ratings, including 78.6% on capacity, 75.7% on timeliness, 60% on information sharing, and 67.1% on the participation of the affected population.
- The SSRC also enjoyed a positive reputation as 75.7% of respondents trusted the organization, 74.4% had confidence in it to deliver its mandate, 55% believed that the organization was transparent, 68.3% on compliance with principles, and 66.1% believed SSRC exhibited high integrity in their work, and 76.7% of the respondents expressed willingness to contribute to SSRC community activities.
- When respondents were asked whether it was easy to meet any SSRC staff and volunteer, 57.5% said it was **easy or very easy** to access any SSRC staff or volunteer.
- The ICRC has very strong visibility, scoring 56.1% on the capacity to deliver services and 53.1% on timeliness. However, the ICRC performed below average in information sharing with beneficiaries, rated at 42.1%, and participation of the affected population was 46.6%.
- Regarding its reputation, the ICRC received 49.3% on integrity, 44.1% on transparency, and 54.1% on compliance with principles. 58.6% of respondents had high confidence in ICRC, and 58.1% trusted them.
- Regarding the reputation and brand of Partner National Societies (PNS), 44.1% had trust and 43.3% confidence in them.

1.4.4 Public Attitudes Toward Voluntary Services

- 60.9% of the respondents did not participate in any community service as Red Cross volunteers, compared to 31.3% who were engaged as Red Cross Red Crescent Movement volunteers.
- Of the 31.3% of respondents who participated in community services as volunteers, 39.2% were involved in first aid services, 26.6% in blood donation campaigns, and 34.2% in other community-related services.
- For those who did not participate in any voluntary activity, when asked if they would be involved in the future as Red Cross volunteers, 79.4% answered that they would be interested in participating in Red Cross Red Crescent Movement activities as volunteers.
- The survey showed that the Red Cross Red Crescent Movement the volunteer networks are not commonly known, as only 33.4% knew about them across counties, compared to 66.6% who did not know or had limited information about them.
- The respondents were asked if they would consider recommending a friend or family member to become a Red Cross volunteer; 84.4% expressed willingness to participate or recommend a friend or family member to become a Red Cross Red Crescent Movement volunteer.

1.4.5 Public Knowledge about SSRC Auxiliary Role

- The SSRC has built a good reputation for its auxiliary role in the communities, as 72.3% of the respondents knew of the SSRC's collaboration and support of the State, County, and Payam governments during emergency response and disaster preparedness.
- Of the respondents surveyed, 62.2% said they witnessed the SSRC's supporting role. When respondents were asked to mention the activities or services commonly supported by SSRC in collaboration with public authorities, emergency response came top at 17%, health services at 16.2%, first aid services at 14.7%, and protection at 14.7%, respectively.

1.5 Recommendations

1.5.1 To the South Sudan Red Cross

The organisation should invest time and resources to undertake the following activities to increase its visibility and brand awareness nationwide, especially at the community level. This includes:

- Strengthen local relationships and partnerships with community leaders
- Develop and implement an advocacy and communication plan focusing on the programs and mandates of the SSRC and ICRC.
- Develop and roll out a Beneficiary Feedback Mechanism
- Focus on outcome harvesting and dissemination with relevant actors
- Participation and inclusion of affected population in humanitarian response
- Make good use of local community volunteers
- Communicate and share the fundamental principles with communities
- Develop and implement a clear fundraising strategy
- Conduct periodic brand awareness and perception research aligning with the strategic plan review
- Strengthen local partnerships with the private sector and broader humanitarian actors
- Produce and distribute knowledge management products
- SSRC capacity building should be cascaded to the state and county level
- Strengthened the SSRC volunteer network
- Increase multimedia advocacy and campaign

1.5.2 To ICRC, IFRC and Red Cross Red Crescent Movement Partners

The ICRC, IFRC, and Red Cross Red Crescent Movement Partners should tailor their support to build a complementary brand, visibility, and reputation alongside the National Society. The following tasks are recommended to strengthen their relationships, visibility and brand in the communities.

- Put SSRC at the front and centre of advocacy, humanitarian and emergency response
- Conduct joint media advocacy and campaign
- SSRC capacity building should be cascaded to the state and county level
- Increase SSRC visibility with back-door donors and partners in-country and externally
- Develop and roll out a Beneficiary Feedback Mechanism
- Focus on outcome harvesting and dissemination with relevant actors
- Participation and inclusion of affected population during emergency response
- Leverage SSRC local community volunteer network
- Building sustainable community ownership into programs.

2 INTRODUCTION

2.1 Background of the Red Cross Red Crescent Movement

2.1.1 South Sudan Red Cross [SSRC]

The South Sudan Red Cross (SSRC) was founded in 2011 and established by an Act of Parliament on the 9th of March 2012, and recognized by the International Committee of the Red Cross (ICRC) in June 2013 and admitted into the International Federation of the Red Cross and Red Crescent Societies (IFRC) in November 2013. The SSRC is governed by the Governing Board, led by the President. The SSRC has an estimated network of 19,785 volunteers (11,672 male and 8,113 female), and 4,234 registered members organized into 21 Branches and 102 Units across the country. As a nationwide volunteer and membership organization, the SSRC encourages diversity and participation in every branch and unit. The SSRC has a unique position at any time, and within short notice, it can mobilize trained volunteers to respond to national disasters and shocks. As such, the SSRC has an important advantage as the largest humanitarian organization in South Sudan. As part of its 2022-2026 strategy, SSRC will utilize its locally led strength to consistently deliver sustained community-based services to vulnerable people through its volunteers and networks.

The SSRC Act 2012 regulates the governance, function and programs of the SSRC. Article 3 of the Act regulates the use of the Red Cross and Red Crescent and other emblems safe for approval by the Minister of Justice. Article 17 (2) authorises the SSRC to use its distinctive logo and seal, which consist of the Heraldic Sign of the Red Cross on a White background accompanied by the words “South Sudan Red Cross”. These provisions provided the primary distinctive brand and identity of the SSRC from other humanitarian agencies in the country. The Act further established parameters and the critical role of the SSRC in protecting combatants and civilians during war or violence. Meanwhile, Article 14 states that the SSRC shall have an independent budget approved by the Governing Board and General Assembly. The Secretary-General leads the SSRC and employs 95 (72 male and 23 female) technical and support staff at its headquarters in Juba. The organization has 21 Branch Offices consisting of 170 (143 male and 27 female) core and project staff employed by ongoing projects supported by different Red Cross Red Crescent Movement Partners and donors.

Overall, the SSRC has a capacity of 265 staff (215 male and 50 female), positioning itself as the largest national humanitarian responder. Across the country, the SSRC and its Red Cross Red Crescent Movement Partners are working to address the protracted crises and their negative impact on communities. Seven other Red Crosses actively support programs in the country, including community health, water and sanitation, livelihood, psychosocial support, and disaster response and preparedness programs.

In addition, the SSRC has implemented the Safer Access Framework (SAF) since its inception in 2012. The SAF is instrumental in bolstering the SSRC safety and security measures for staff and volunteers. The framework has strengthened SSRC interventions and credibility as an auxiliary actor to the government and facilitated access to vulnerable people. Since its introduction at SSRC, the SAF has provided a structured approach to safety, enabling the SSRC to navigate complex environments and deliver aid more effectively and efficiently.

2.1.2 International Committee of the Red Cross [ICRC] & International Federation of Red Cross and Red Crescent Societies [IFRC]

The International Committee of the Red Cross (ICRC) was established in 1863 and marked the beginning of the International Red Cross and Red Crescent Movement shortly after that. It

comprises the International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (IFRC), and the 191 National Red Cross and Red Crescent Societies. Each entity has its legal identity and role but is united by seven Fundamental Principles. These principles include ***humanity, impartiality, neutrality, independence, voluntary service, unity, and universality***. Each component of the Movement is committed to respecting and upholding them.

The IFRC was established in 1919 to inspire, facilitate, promote, and support all humanitarian activities by its member National Societies on behalf of the most vulnerable people. It directs and coordinates its members' actions to assist the victims of natural and technological disasters, refugees and those affected by health emergencies.

Each Red Cross Red Crescent component has a specific mandate to deliver in collaboration with the National Societies. The ICRC focuses exclusively on a humanitarian mission to protect the lives and dignity of victims of armed conflict and other situations of violence and to provide them with assistance. It directs and coordinates the Movement's international relief activities during armed conflicts.

The IFRC and ICRC work closely with the SSRC, which is auxiliary to the authorities at all levels in the humanitarian field. They provide various services, including disaster relief and health and social programs. They may assist the civilian population in wartime and support the medical services for the armed forces during wartime.

2.2 South Sudan Red Cross Partnerships

2.2.1 International Committee of the Red Cross

The ICRC established a delegation in South Sudan's capital, Juba, when the country became independent on 9 July 2011, although the organization's operations in southern Sudan dated back to 1986 following the outbreak of conflict between the Sudanese government and the Sudan People's Liberation Movement (SPLM/A). The ICRC has one of its largest humanitarian programs in South Sudan, focusing on delivering its mandate to the conflict and Other Situations of Violence (OSV) and assisting those in need in many areas, including, Protection Health, Economic Security (EcoSec), Water and Habitat (WatHab), and Sexual and Gender-Based Violence (SGBV) to address the effects of the protracted crisis. Currently, the ICRC has sub-delegations in Malakal and Yei, and with a remote presence in many parts of South Sudan working with the Red Cross Red Crescent Movement Partners. Together with the Movement Partners, the ICRC helps to prevent violations of International Humanitarian Law (IHL), responds to humanitarian emergencies and supports hospital and physical rehabilitation services for victims of conflict and OSVs.

2.2.2 International Federation of the Red Cross & Red Crescent Societies

The International Federation of the Red Cross and Red Crescent Societies (IFRC) supports the capacity strengthening of the South Sudan Red Cross. The IFRC has worked closely with the SSRC, ensuring that the institution has the capacity and systems to be strong, reliable, independent, trusted, and ready to respond to ever-increasing humanitarian challenges in the country. The IFRC mobilizes, coordinates, and directs international assistance from the Partner National Societies (PNS) and other actors to enhance the capacity of the SSRC to address the impact of natural and man-made disasters in South Sudan. Its relief operations are combined with development work, including National Society Development (NSD), disaster preparedness programs, healthcare activities, membership coordination, and the promotion of humanitarian values.

2.3 Fundamental Principles of the Red Cross and Red Crescent Movement

The SSRC operations are guided by benchmarks established by national law and IHL. Article 75 of the SSRC Act 2012, states that the SSRC shall conduct its work with the highest integrity in the communities. This should be manifested by ensuring, zero tolerance for fraud and corruption, zero tolerance for abuse of powers, including nepotism, zero tolerance for harassment, including sexual harassment and misconduct and zero tolerance towards ethnic discrimination or any other form of racism. Globally, the Red Cross Red Crescent Movement is also guided by the seven Fundamental Principles of the International Red Cross and Red Crescent Movement. These include:

- **Humanity:** The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for human beings. It promotes mutual understanding, friendship, cooperation, and peace among all peoples. It does not discriminate regarding nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to prioritise the most urgent cases of distress.
- **Impartiality:** The Movement does not discriminate regarding nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to prioritise the most urgent cases of distress. The principle of impartiality embodies the three related concepts:
- **Neutrality:** To continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in political, racial, religious or ideological controversies.
- **Independence:** The Movement is independent. The National Societies, while auxiliaries to government and public authorities in the delivery of humanitarian services and subject to the laws of their respective countries, must always maintain their autonomy so that they may always be able to act under the principles of the Movement.
- **Voluntary Service:** Voluntary relief movement is not prompted by desire or expectations to gain. Humanitarian and emergency relief assistance should be provided for free, and the Movement must not attempt to make any gain for the organization or individuals.
- **Unity:** Any country can have only one Red Cross or Red Crescent Society. It must be open to all and carry on its humanitarian work throughout its territory.
- **Universality:** The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

2.4 Guiding Objectives and Functions of the South Sudan Red Cross

The SSRC Act 2012 and Strategic Plan 2022-2026 provide a clear mandate, strategic priorities, roles, functions and thematic focus areas for the organization. According to Article 1 of the Act, the SSRC humanitarian interventions shall conform to International Humanitarian Law (IHL), national law and fundamental principles as stated in the Geneva Convention 1949. Furthermore, Articles 3 and 4 further demand that the SSRC be auxiliary to the government and public authorities but autonomous in its work and decisions. The SSRC also derives its partnership with the Movement Partners from Article 5, which recognises and establishes its collaboration with other global Red Cross Red Crescent Movement. The law allows the SSRC

to receive funding and conduct resource mobilization within and beyond to deliver its mandate. This is clearly stated in Article 8 of the Act, which stipulates that the SSRC can acquire and own properties, solicit and receive donations, subscriptions, grants and funding for its activities and engage in fundraising and resource mobilisation activities. In Section II of the Act, the SSRC shall undertake several activities and tasks to achieve the Movement's vision and mission. These activities may include but are not limited to:

- Deliver humanitarian assistance to civilians and the military during war or violence.
- Participate in national preparedness and response during times of disaster and emergency.
- Maintain an effective national network for family reunions of those separated due to war or time of violence and other situations, including natural disasters.
- Promote and disseminate the IHL and fundamental principles of the movement and spirit of voluntarism.
- Deliver community services through its programming, which includes healthcare services and social welfare.
- Recruit, train and deploy personnel, including volunteers at national and local levels.
- Promote the work of the Movement and mobilise people to participate in it.

Additionally, the Strategic Plan 2022-2026 identified key priority sectors which the SSRC and its Movement Partners will focus on to implement their mandate. The diagram below shows the thematic focus areas of the South Sudan Red Cross and its Movement Partners in South Sudan.

3 RESEARCH PURPOSE

The SSRC & Red Cross Red Crescent Movement Brand Awareness and Perception Research aims to explore and gain insights into how the public and stakeholders view the brand and work of the Red Cross Movement in South Sudan. The findings from this research will help shape the MOV partners communication and advocacy strategies (especially the SSRC one) to increase awareness among the target audiences and increase understanding and acceptance of the humanitarian values, interventions, and principles. The SSRC & Red Cross Red Crescent Movement Partners envisions working towards healthy, resilient, empowered, and inclusive communities. This can be achieved through accessing and assisting those in pressing need. Based on its legal framework and strategic plan, the SSRC and Red Cross MOV Partners want to position as respected and trusted voices of vulnerable populations and maintain their influence through Humanitarian Diplomacy and Communication in line with the organisation's strategy.

This study also aimed to delve into the public's awareness and impression of the SSRC and the Red Cross Red Crescent Movement Partners, particularly emphasizing its adherence to the fundamental principles. Recognizing the importance of its auxiliary role, the SSRC remains dedicated to ensuring that its supportive function is transparent and acknowledged by the communities. This necessitated an in-depth exploration of the population's views of the SSRC brand and their understanding of its auxiliary position. Historically, SSRC's work alongside its Movement Partners has been held in high esteem across the nation, a sentiment bolstered by the reputation of the International Committee of the Red Cross (ICRC), which laid the groundwork for a favourable reputation and brand even before the nation's independence.

With its rapid development and emerging contexts, the SSRC has earmarked establishing a robust local humanitarian presence and cultivating an independent brand identity distinct from

the collective image of its Red Cross Red Crescent Movement Partners as a strategic imperative. This is particularly crucial considering the planned scale-down in operations of the ICRC work, which places greater responsibility on the SSRC to enhance its brand visibility and ensure its continued access to people in need.

The findings and recommendations in this research focus on brand awareness and the perception of the SSRC and the broader Red Cross Red Crescent Movement work in South Sudan. The analysis here intends to shape strategies for SSRC's advocacy and communications efforts, aligning them with the recommendations and fostering a level of acceptance and access that may be beyond the reach of other humanitarian organisations or the government. Additionally, the research findings help enhance the SSRC's visibility and demonstrate its humanitarian prowess and principles as a neutral entity mandated to respond impartially to all communities in need. The findings will inform the need for the SSRC to improve its brand as a national humanitarian responder in affected communities.

This research generated relevant information on public opinion on the SSRC and the value of the Red Cross Red Crescent Movement's work in South Sudan. The study findings are useful in enhancing the communication and operational efficiency of the Red Cross Red Crescent Movement in the country, most notably the South Sudan Red Cross. The results of the study provide the necessary information for crafting more efficient communication strategies aligned with the Red Cross Red Crescent Movement goals. The research findings also provide benchmarks for building relationships for implementing the Safer Access Framework (SAF) to enhance SSRC and the Red Cross Red Crescent Movement acceptance by public authorities to increase access to communities in critical humanitarian need.

3.1 Research Objectives

The main objective of the SSRC & Red Cross Red Crescent Movement Brand Awareness and Perception Research is ***to examine the perception of SSRC and the Red Cross Red Crescent Movement brand identity and awareness and assess public perception of the auxiliary role of the SSRC as the country's main humanitarian responder.*** The findings and recommendations in this report provide key insights into the SSRC and its Red Cross Red Crescent Movement communication and advocacy strategy. To achieve this objective, the research will address the following overarching questions:

3.2 Research Questions

Table 1 Research questions

Research Objective	Research Questions	Data Collection Tool
To measure awareness and perception of the SSRC and the Red Cross Red Crescent Movement brand among key representatives of humanitarian and development agencies, the public, and relevant	To what extent do key interlocutors, including humanitarian and development actors and public authorities, perceive humanitarian work in South Sudan?	FGD KII
	How do communities and key interlocutors perceive the SSRC brand and identity, the ICRC brand and identity, and the other Red Crosses brand	FGD KII

<p>government officials to guide the dissemination efforts</p>	<p>and identity in humanitarian and emergency response?</p> <p>To what extent do the interlocutors and communities have confidence and trust in the SSRC, ICRC, and the Other Red Crosses in delivering humanitarian aid to those in need?</p> <p>What is the public perception and grasp of the SSRC, ICRC, and the other Red Crosses' brand, identity, and work in their communities?</p>	<p>FGD KII Survey</p> <p>Survey</p>
<p>To gauge whether the target audience has a clear understanding of SSRC's auxiliary role (internally and externally)</p> <p>To assess the perception of the SSRC, the Red Cross Red Crescent Movement – ICRC, and other Red Crosses' effectiveness in delivering their mandate (humanitarian aid and responding to emergencies).</p>	<p>To what extent does the public know or understand the auxiliary role specifically the work, functions, and activities of the SSRC?</p> <p>To what extent is the work of SSRC and its Red Cross Red Crescent Movement Partners including ICRC effective and efficient in delivering humanitarian aid to communities in need?</p> <p>To what extent do the SSRC, ICRC, and the other Red Crosses deliver timely, effective, and efficient humanitarian and emergency responses to affected communities?</p>	<p>Survey</p> <p>Survey FGD KII</p> <p>Survey FGD KII</p>
<p>To identify key drivers and barriers influencing public acceptance, trust, and confidence in the SSRC.</p>	<p>What are the key drivers and barriers that influence public perception, acceptance, trust, and confidence in the work of the SSRC?</p>	<p>FGD KII</p>
<p>To provide recommendations for improving communication strategies and public engagement.</p>	<p>To what extent is the SSRC community advocacy and public engagement strategy effective for its work and brand?</p>	<p>Survey FGD KII</p>

3.3 Stakeholder Analysis

The SSRC and the Red Cross Red Crescent Movement work with various stakeholders, including government, civil society, volunteers, donors, and law enforcement actors. These engagements are critical to the SSRC's achievement of its humanitarian and advocacy goals. However, there is limited evidence to show how these important interlocutors value, understand and view the work of the SSRC and the Red Cross Red Crescent Movement and the value of their interventions in the communities. This analysis assists the SSRC and the Red Cross Red Crescent Movement to know their interlocutors and assess the satisfaction and

impact their work creates in the communities. To achieve the research objectives, the study interfaced and interviewed key actors, as identified below.

Table 2 Stakeholders Analysis

Stakeholders	Area of engagement with SSRC & Red Cross Red Crescent Movement	Feedback Sort
Government [National, State, and Counties] Officials	Policy, strategic, and oversight functions over SSRC work	Coordination and partnership quality and technical support to SSRC interventions
	Access to communities	Understanding of SSRC mandate in communities
	Safety and security of SSRC staff, volunteers, and members	Access to information, quality of relationship, and acceptance of the SSRC work
The public or citizens	Affected population, beneficiaries, and local community leaders	Recognition of SSRC and Red Cross Red Crescent Movement identity
		Quality and satisfaction of services provided by SSRC
		Participation in SSRC humanitarian response
Military and uniformed persons (Police, Prison, Army, NSS)	Access to communities	Understanding of SSRC mandate in communities
	Partnerships, coordination, and technical support to deliver humanitarian work	Coordination and partnership quality and technical support to SSRC interventions
Community leaders/elders and beneficiaries	Beneficiaries and affected population	Quality of service delivery to those in need
	Sustainability and community ownership of interventions	Participation in humanitarian and emergency interventions design, implementation, and exit
Humanitarian partners	Funding and financing	Quality of programming, transparency, and accountability
	Joint programming in community emergency response	Quality of partnership and SSRC value addition/niche in humanitarian emergency response

4 RESEARCH METHODOLOGY

4.1 Research Design

A descriptive and proportional research design was utilised to conduct this Brand Awareness and Public Perception Survey (PPS) of the SSRC and Red Cross Red Crescent Movement to assess people's opinions, trust, and confidence in the role of SSRC in South Sudan. The research design involved a sequential mixed-methods approach, employing quantitative and qualitative methods and techniques. The qualitative data collection was conducted alongside the quantitative survey so that emerging survey findings were integrated into the design process. The qualitative data from key stakeholders helped link human change stories and relationships to the SSRC and the Red Cross Red Crescent Movement to the survey findings. The qualitative data collection focused on interfacing with key interlocutors in the selected areas. As guided by the stakeholder analysis, a purposive selection method was used to select the interlocutors. The quantitative primary data was collected through a random household survey in the selected Enumeration Areas (EAs), followed by a data review and analysis.

The household survey reached 635 respondents [41% female] across Juba, Wau and Malakal Counties. The survey data was complemented with semi-structured qualitative data obtained from the nine Focus Group Discussions (FGDs) with a total of 73 participants [49% female] and 29 [30% female] Key Informant Interviews (KIIs), which targeted key interlocutors. The sample size for the public survey was determined based on the county population as per the official data of the National Bureau of Statistics (NBS). This approach ensured a proportionate representation of survey respondents across the three counties. The survey considered respondents' key demographic categorization, including gender, age, population type, region, occupation and education levels. Overall, the research interfaced with 737 respondents, 305 or 41% of whom were women.

4.2 Sampling Technique

As stated above, the study adopted and utilised the extrapolated NBS data to draw the sample size for each location. The sample universe represented the County's overall population as guided by the NBS data. ISPR applied a proportional sample technique based on the universe to determine the sample size for each location out of the proposed sample size. By the end of the survey, 635 respondents were interviewed across the three counties.

4.2.1 Stratified Sample Size per Payam

From the above-drawn sample size per County, each location was further stratified to obtain the sample sizes per Payam, which makes the Enumeration Area (EAs). The stratification of the Payam sample size was based on the accessible population. The study identified the Payams as having easy accessibility based on safety and security incidents and flood situations. The multi-cluster stratification of the sample frame was subdivided into EA.

4.2.2 Random Selection of Respondents at Households

The selection of respondents for the public survey in the households followed a random selection process. Using the Area Chief House as the starting point, the research team randomly counted five households on the right or left side. The fifth household was then selected for interview. When two Enumerators were deployed in the same location, each Enumerator took an opposite direction to ensure no double interview in the same neighbourhood. The process of identifying the respondents at the household level used the recent birthday timeline. In this case, any adult above 18 years of age who recently celebrated a birthday was selected as a

respondent. Where there was no possible respondent who celebrated known birthdays, the years of birth for different household members were mapped out, and the person with the most recent year of birth before 2006 was selected for the interview. This procedure ensured that every person in the household had an equal opportunity to participate in the survey and reduced the chances of bias.

4.3 Data Collection Methods

4.3.1 Household Survey

The ISPR drew the sample frame from the Fifth Sudan Population and Housing Census, 2008, as extrapolated by the National Bureau of Statistics (NBS) per the extrapolated 2013 Boma data. A total of 635 [260 or about 41% female] respondents were reached through the survey. The respondents were selected randomly, as described in 4.2.2 above, to ensure every household member is equally likely to be interviewed.

4.3.2 Focus Group Discussions (FGD)

In addition to the public survey, nine FGDs were organised, with 73 participants [36 or about 49% female] drawn from the communities. The FGD sessions were beneficial to obtain more information on the brand and role of SSRC and the Red Cross Red Crescent Movement in the communities. The feedback and opinions regarding SSRC's brand awareness and work were key to corroborating the quantitative data.

4.3.3 Key Informant Interview (KII)

The Key Information Interviews (KII) were instrumental in obtaining feedback from specific stakeholders who worked closely or might have some working relationships with SSRC and the Red Cross Red Crescent Movement. A total of 29 [9 or about 30% female] actors were interviewed in this study. The interlocutors interviewed include key government officials, NGOs, police, military, humanitarian partners and community leaders. The selection of the respondents was purposive based on the stakeholder analysis as stated in 3.3 above. No SSRC or Red Cross Red Crescent Movement staff or volunteers were interviewed in this survey to ensure there was no possible bias in the findings.

4.4 Research Limitations

This is the first brand awareness and perception research conducted to assess the public understanding of the SSRC and the Red Cross Red Crescent Movement brand and the programs they deliver. It was not possible to draw comparisons on changes of opinion over time. The research also covered a limited number of respondents and locations, mainly in urban areas. Therefore, the scope and the findings may not represent the broader national opinion. However, the report offers a good step for future perception surveys to build on its conclusions and examine the trends over time. The findings in this report do not represent an evaluation of the impact SSRC and the RCM had in the communities but rather focus on gauging whether the public can identify, recognise and differentiate the SSRC brand within the broader humanitarian sector. The research timing was tricky at the end of the year, with significant movements of people. It was not easy to meet some public officials and community leaders. Despite the effort to include women, finding women in households to interview was challenging. In addition, the research team encountered incidents of refusal to participate in the study, especially in Juba. Some respondents declined the interview because they did not have time to waste as they needed to concentrate on their household work or small businesses. This also reveals that economic hardship directly impacts the people, making it difficult for them to

participate in such vital research. The research did not capture disability data, which would have been vital for SSRC planning, advocacy and communication on inclusion issues.

4.5 Ethical Considerations

The research design and implementation adopted international best practices to ensure that the study meets the highest ethical standards including the following:

- All respondents provided oral consent to participate in the survey. The study tools had in-built consent on acceptance and age cap for anyone to participate. Any respondent who declined to be interviewed, the interview was ended, and the next household was selected. The verbal consent process emphasized the potential risks associated with the study, particularly regarding the confidentiality of respondents' feedback and personal data. No recording was conducted as the study did not deem it necessary.
- The research team was trained on the questionnaires, SSRC communication policy, and safety and safeguarding risks to the respondents, as well as the research team.
- The study emphasised the principle of privacy and confidentiality of respondents throughout the data collection by strictly adhering to the following protocols:
 - No transmission of any research data by email (this applies, but is not limited to, KII and FGD transcripts).
 - No respondents' personal information, including national identity card numbers, names, and phone numbers, was collected.
 - No video or audio recordings were conducted.
- The research team obtained approvals from relevant governments at national, state and county levels to ensure limited risk exposure to the research team and respondents.

5 RESEARCH FINDINGS

5.1 Demographic Analysis

5.1.1 Region and Gender

The Brand Awareness and Perception Research household survey was conducted in Juba, Malakal, and Wau. 635 [260 or about 41% female] respondents were reached across the three counties: 52% from Juba, 26% from Wau, and 22% from Malakal. Of the total respondents interviewed, 41% were female and 59% male. At least 56% of the respondents were aged between 18 and 35, 35% were 36 to 45 years, 7% were aged 46 to 50 years, and 2% were above 50. Meanwhile, 85% were host communities, 11% were returnees, 4% internally displaced persons and 0.1% refugees. The research did not collect disability data, which must be prioritised for future research projects.

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Table 3 Number of survey respondents by location

Locations	No of Respondents
Greater Bahr el Gazal	164
Wau	164
Wau North	77
Wau South	87
Greater Equatorial	329
Juba	329
Juba Town	67
Kator	31
Munuki	100
Northern Bari	131
Greater Upper Nile	142
Malakal	142
Central Malakal	22
Eastern Malakal	56
Northern Malakal	64
Grand Total	635

Locations	Gender of Respondents		
	Female	Male	Grand Total
Greater Bahr el Gazal	96	68	164
Wau	96	68	164
Greater Equatorial	201	128	329
Juba	201	128	329
Greater Upper Nile	77	65	142
Malakal	77	65	142
Grand Total	374	261	635

Table 4 Number of respondents by gender and location

5.1.2 Education and Occupation

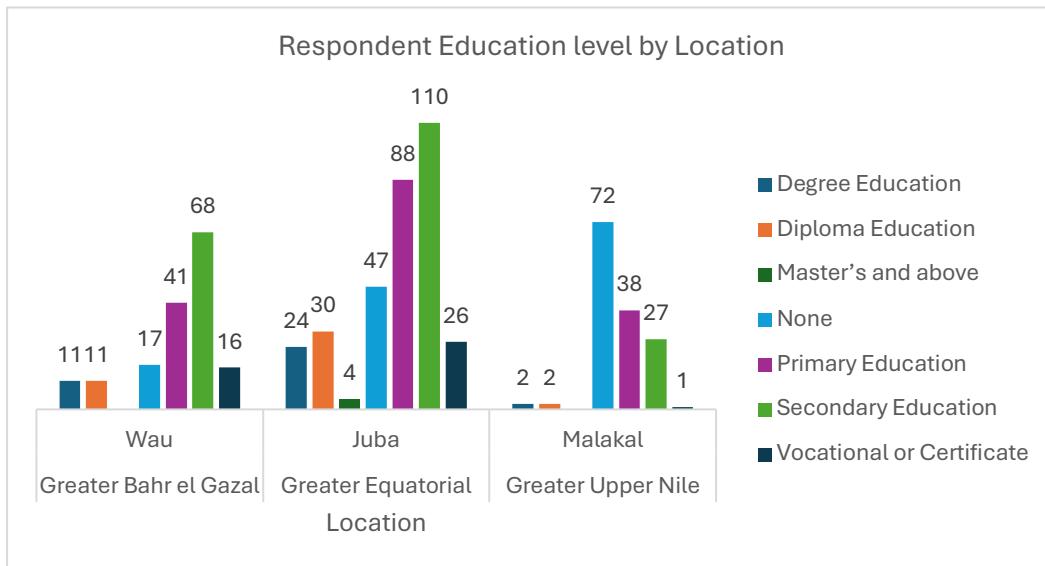


Figure 1 Respondents education levels

Regarding education, 32% of the respondents completed secondary education, 26% primary education, 6% achieved a degree education, 7% completed vocational skills training, 7% possessed a Diploma and 1% master's degree. Conversely, regarding occupation, 29% were business owners, 36% were houseworkers, 7% were employed in the public sector, and 10% were salaried respondents in the private sector. Those in the agriculture sector were 4%, 6% from the organized forces and 8% did not have any recognized occupation.

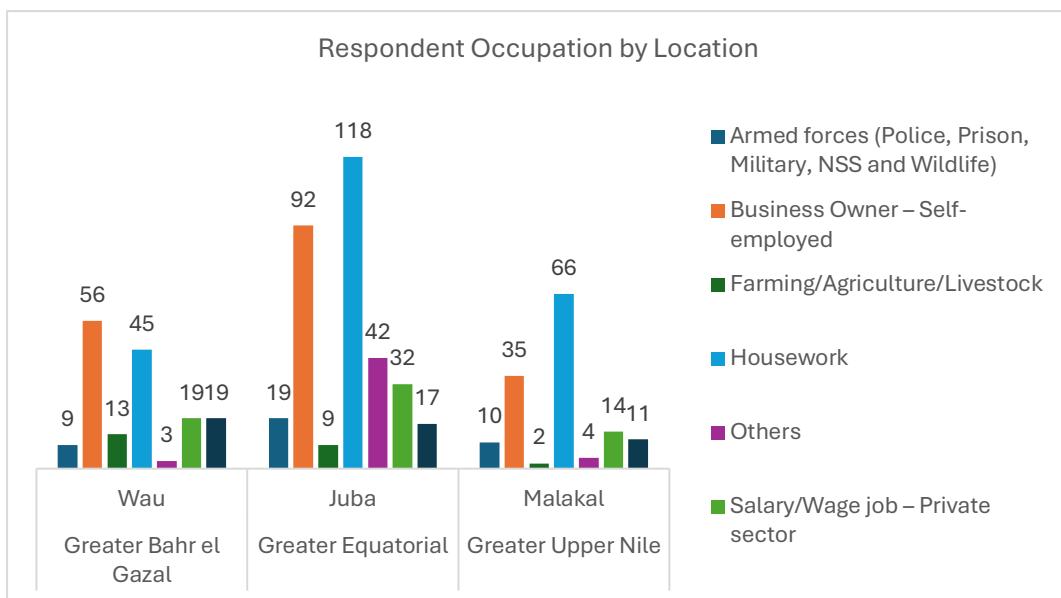


Figure 2 Respondents occupation

In this section, the study assessed the public knowledge of the South Sudan Red Cross and Red Cross Red Crescent Movement as an organization and the work that they deliver across the country.

5.2.1 Identifying SSRC & Red Cross Red Crescent Movement as Humanitarian Agency

What is the first thing that comes to your mind when thinking about humanitarian organizations, or voluntary aid organizations?

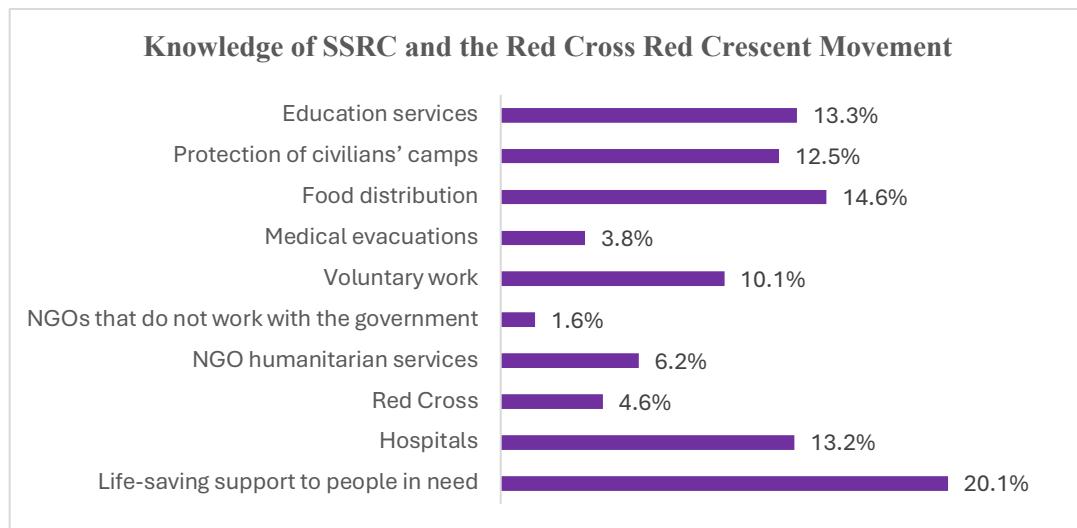


Figure 3 Knowledge of SSRC and RCRC Movement

The public knowledge of the Red Cross within the humanitarian sector was very limited. When respondents were asked their thoughts regarding humanitarian aid agencies, those who could quickly think of the Red Cross were 4.6% across the three counties, as shown in **Figure 3**. By contrast, respondents could only link aid organisations to the services provided. For example, life-saving support to vulnerable people was rated at 20.1%, food distribution at 14.6% and education services at 13.3%. When disaggregated by gender, at 5%, more women recognized the Red Cross on first thought compared to 4.1% of males. However, overall, comparisons across counties showed that the Red Cross was widely recognized in Malakal at 19%, compared to Wau at 15% and just 8% in Juba.

What do you believe are the three most important characteristics that an ideal humanitarian or voluntary aid organization should have?

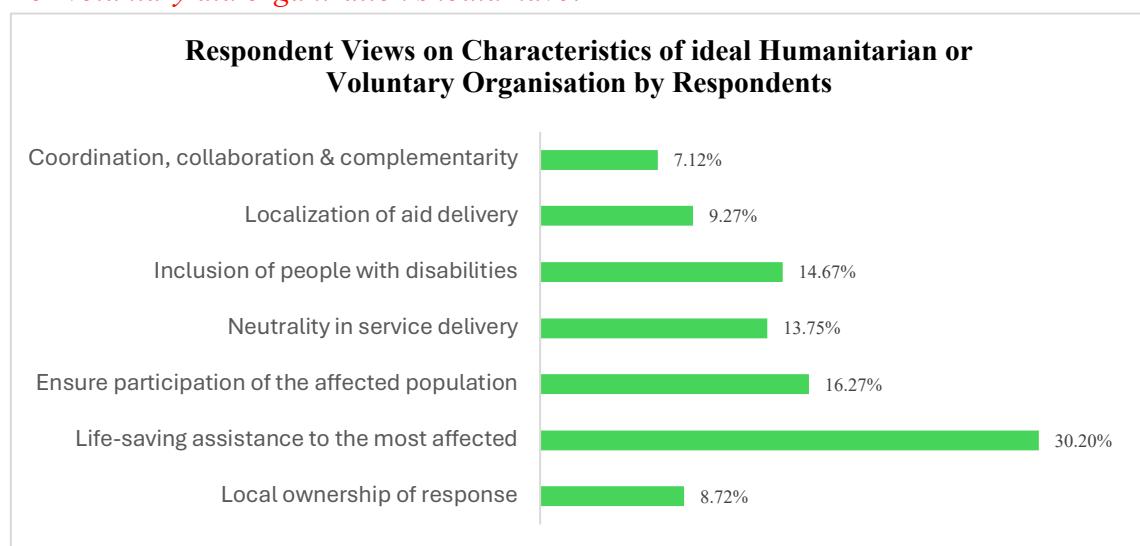


Figure 4 Respondents views on characteristics of humanitarian or voluntary organisations

The survey asked the respondents to describe what an ideal humanitarian or voluntary organization should look like in their way of life. This question gauged whether the public could uniquely identify the features that make SSRC and the Red Cross Red Crescent Movement a humanitarian or voluntary service provider within the wider humanitarian sector. From the analysis in **Figure 4**, most respondents believed that life-saving assistance (30.2%), participation of the affected population (16.3%), and inclusion of people with disabilities (14.7%) were the most important aspects of humanitarian and voluntary agencies. When disaggregated by location, life-saving assistance was widely mentioned across the counties, with 35% for Juba, 29% for Malakal, and 23% for Wau. However, there were notable differences in the second and third choices. In Malakal, 25% of respondents expected aid agencies to be neutral during service delivery; in Wau, 16% thought inclusion was a critical factor; in Juba, inclusion 15% and the participation of affected populations 15% were second priorities. This finding resonates with the opinions of community leaders interviewed. In Juba and Wau, local chiefs could think of the ICRC's work during the war when they provided life-saving services and reunited families and medical services to communities.

5.2.2 Recognition of Red Cross Red Crescent Movement Brand and Services in Communities

Which one of the following Red Cross organisations have you heard of before?

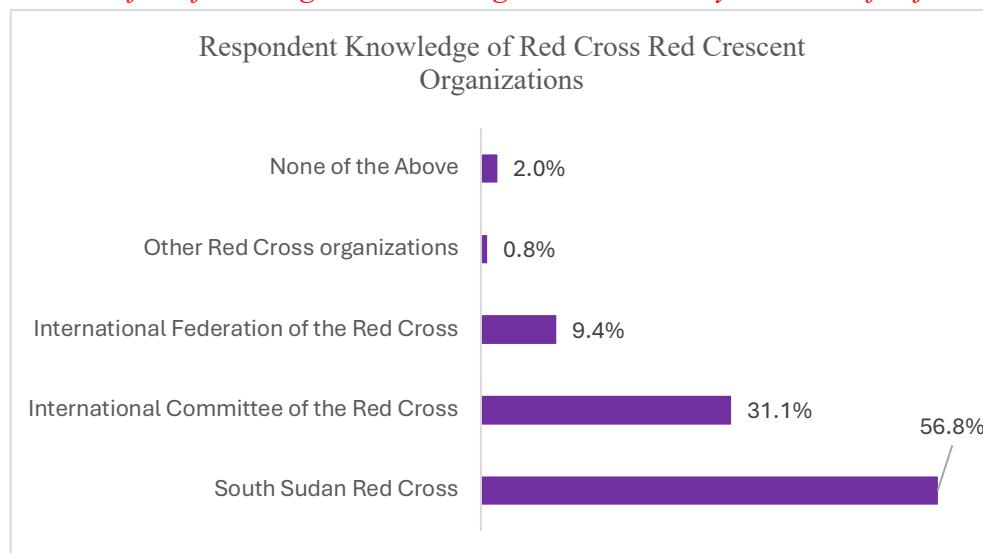


Figure 5 Respondents knowledge of Red Cross Red Crescent Partners

When respondents were asked which Red Cross Red Crescent Movement partner they had heard of before, the SSRC came top with 56.8%, ICRC at 31.1%, IFRC at 9.4% and Partner National Societies (PNS) at 0.8%, as shown in **Figure 5**. The comparison by location showed that the SSRC popularity was higher in Wau at 74.4%, Malakal at 56.6%, and Juba came last at 51%. A similar trend was observed among men and women. SSRC remained popular among women at 59.6 and men at 53.1%. In contrast, the ICRC had a higher rating among men at 32.8% compared to 29.8% of women. Discussions during FGDs in Malakal and Wau reflected these statistics. ICRC has built a strong reputation as a neutral humanitarian agency supporting people during times of violence. Most local leaders in Juba, especially the elderly (above 50 years), described how ICRC provided medical services, evacuated wounded casualties, and reunited families regardless of political affiliation. A local chief in Juba said, "*During the reign of Nimeiri [then President of Sudan], ICRC could help as soon as an incident occurred. In the bush [during the liberation war in the Sudan], the Red Cross used to work without tribalism.*

Red Cross took people from Yei to Lokichogio when I was in Yei in the SPLA, and Antonov was bombing us”. Area Chief, Kapuri, Luri, Northern Bari, Juba.

The familiarity assessment of the SSRC activities was impressive as 71.8% of respondents were either **very familiar** or **familiar** with the services provided by SSRC in their communities compared to 11.2% of those unaware of SSRC activities, as highlighted in **Figure 6**. The analysis across counties showed that the SSRC activities were more popular in Malakal at 78.9%, followed by Wau at 51.8% and Juba at 42.2%, as shown in **Figure 7**. It was also noted that the SSRC services had a higher rating among men at 78.9% compared to 66.8% among women. The feedback from the FGDs and key informants further substantiated this, as participants mentioned some of the activities delivered by SSRC in the communities. Some of the activities mentioned include Health services (drugs, blood donation, pandemic response, surveillance), supporting wounded people during armed conflict, relief services, including shelter, food distribution and non-food items like mosquito nets and blankets, burying of dead people during times of crises, emergency evacuation of war or violence casualties, protection services, psychosocial support and gender-based violence and provide education to military, police, and prison personnel. The legacy of ICRC work is very strong in the country, especially in the urban areas of Juba, Malakal and Wau, where the research occurred. A nationally representative brand awareness and perception research could offer clearer and differentiated feedback on SSRC's identity and brand in rural communities.

How familiar are you with the work of the South Sudan Red Cross?

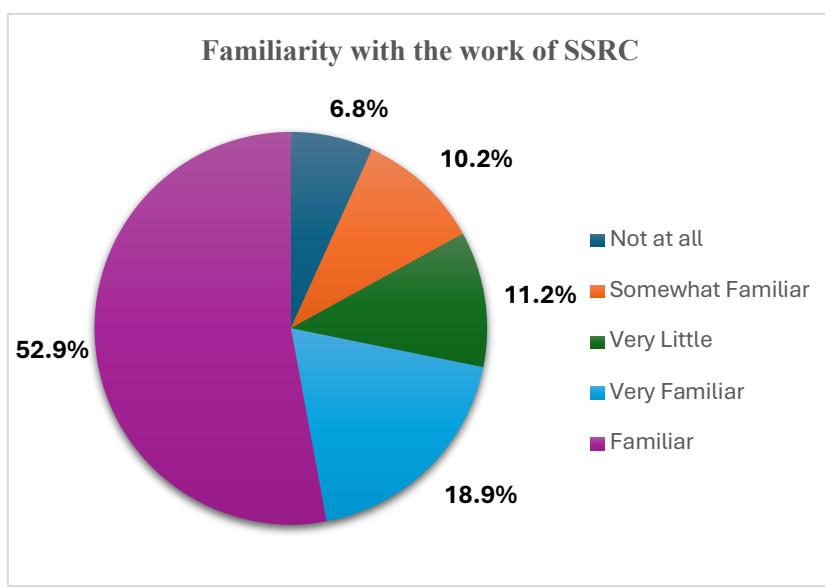


Figure 6 Respondent familiarity with SSRC work

This assertion was further confirmed by interviews with several key actors in the three counties. The SSRC and ICRC have strong and positive relationships with state and local government actors. In Juba, the State RRC recognised the relationship between the Relief and Rehabilitation Commission (RRC), SSRC and ICRC. In an interview with the South Sudan Relief and Rehabilitation Commission (SSRRC), the representative stated that SSRC is unique from other humanitarian agencies because “*they have a wide presence of volunteers, have distinctive signs like log, vehicle label and aprons, and it does not take a political side during response*”. At the state level, the government acknowledges the instrumental role of SSRC during crisis times.

The key informants and FGD participants also highlighted the differences between SSRC and other humanitarian agencies, such as INGOs and NGOs in the country. They described SSRC as a volunteer organization that helps communities affected by violence. *“South Sudan Red Cross implements its activities differently from other organizations. They help us with medicine, blood donations, and community first aid. Red Cross people go to help people and do not fear. Even during the war, they are available. In bad situations, they respond. They are quick in delivering their services to people compared to other organizations”* FGD participant in Munuki Block A, Juba. The SSRC was highly rated as an organization that responds quickly to emergencies such as floods and violence. Respondents also said that the SSRC and the RCM have a unique logo that differentiates them from other humanitarian agencies. The SSRC has a reputation for serving beneficiaries equally. An FGD participant in Juba added, *“They do not segregate or discriminate against beneficiaries of their services, for example, during the SPLA war with the Government of Sudan. They helped everyone affected”*. The respondents added that the SSRC facilitates family reunions and family links or reconnects people to their relatives in South Sudan and abroad, while other NGOs do not. SSRC and the RCM have access to all communities whenever there is an emergency, unlike other humanitarian actors with limited scope of operations. Respondents also said the Red Cross Red Crescent Movement is independent and is more neutral, non-political, non-racial, and impartial than other NGOs. Some FGD participants argued that the Red Cross Red Crescent Movement is not considered an NGO because it has a legal connection to public authorities and is a volunteer-based organization with a nationwide presence.

If very familiar or familiar, mention some of the activities implemented by the South Sudan Red Cross in your community.

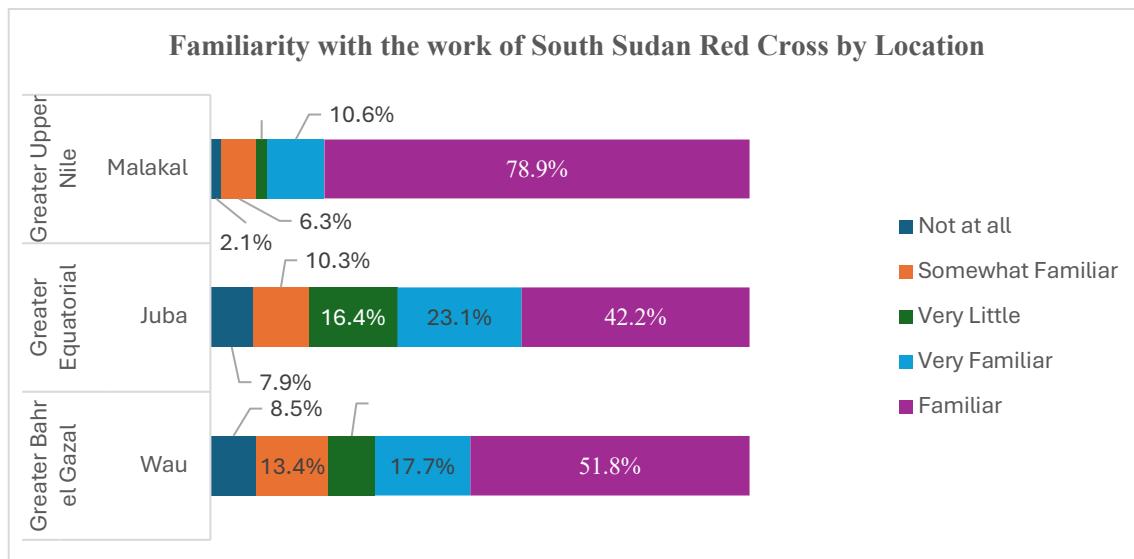


Figure 7 Respondents familiarity with SSRC work by location

On the other hand, the survey also asked the respondents to rate the key services or activities they were **familiar with or familiar** with that could be associated with SSRC. As illustrated in **Figure 8**, the respondents identified health 15%, first aid 15%, protection services 11%, livelihoods 10%, and blood donation 10% as the most prominent activities delivered by the SSRC. When analysed by location, in Wau, first aid was 21%, hygiene and sanitation was 20%, and capacity building was recognized. In Juba, the respondents rated hygiene and sanitation 20%, livelihood support 19% and water services 13% as key activities. Meanwhile, in Malakal,

hygiene and sanitation were 13%, livelihood support was 11%, and protection services were 11%, respectively, were linked to the SSRC work.

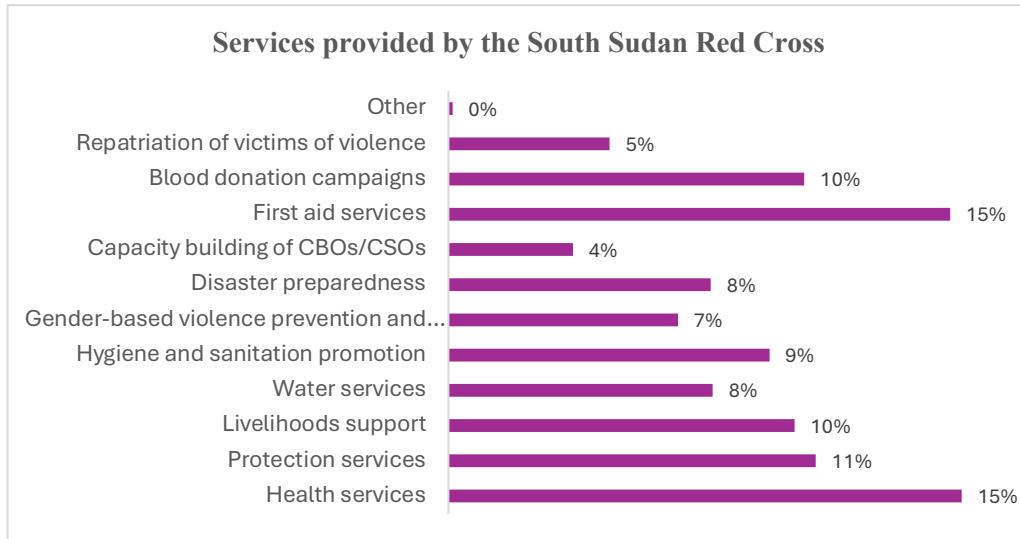


Figure 8 Respondents view on SSRC services

The gender analysis showed that women valued health 20%, protection 15%, and first aid 14% more than men. When respondents were asked to rank the top three activities delivered by the SSRC, health services 19%, protection 15%, and first aid services 15% were highly recognized, as highlighted in **Figure 9**.

In your opinion and from the above, what are the top three activities that the South Sudan Red Cross is mainly identified/associated with in your community?

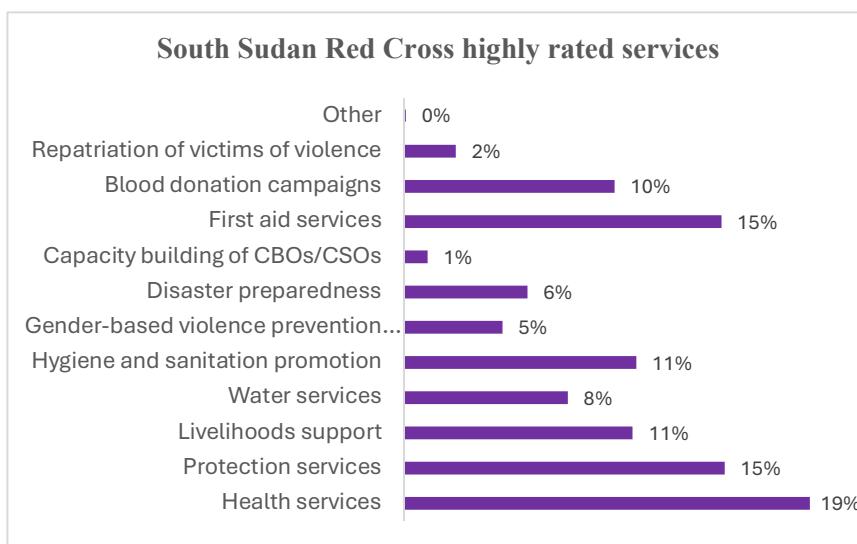


Figure 9 SSRC top rated activities or services by respondents

In addition, when the respondents were asked what came to their mind whenever they saw the SSRC logo, 26.4% mentioned first aid, 16.1% said emergency response, 12.1% said medical services and drugs, and 10% mentioned protection services. In different interviews and focus

group discussions, the SSRC has been widely known for its emergency relief activities, such as distributing non-food items, health services, first aid, and medical evacuations.

If you are very familiar or familiar, how did you find out about the South Sudan Red Cross?

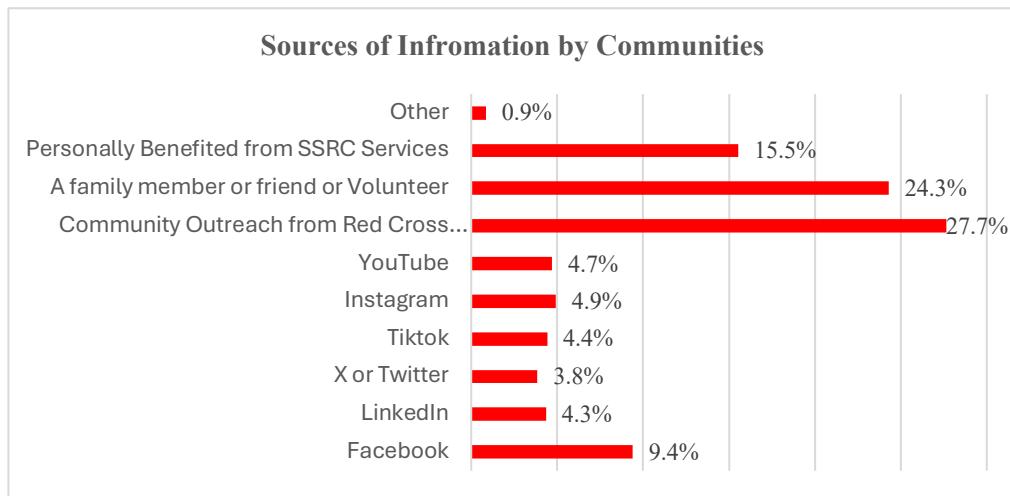


Figure 10 Respondents sources of information on SSRC work

The survey probed the sources of information for respondents about the services provided by SSRC or the Red Cross Red Crescent Movement. The key sources of information regarding the SSRC activities were community outreach at 27.7%, family members or friends or SSRC volunteers at 24.3%, and those who directly benefited from the interventions at 15.5% as illustrated in **Figure 10**. Surprisingly, famous social media platforms like Facebook, LinkedIn, and Instagram are not common sources of information for communities. A similar trend was observed per county, as the topmost sources of information were outreach activities, friends or family members, and those who were beneficiaries of the services. The social media rating was higher among men than women. Facebook was the most used social media platform, at 19.3%, followed by Instagram at 10% and YouTube at 9.5%. During the KII and FGDs, participants also cited radios and TVs as other key sources of information. Most government interlocutors learn about SSRC activities through regular meetings, workshops, and official correspondence.

5.2.3 Exploring Access and Quality of Red Cross Red Crescent Movement Services

The study also examined respondents who have benefited from SSRC and the Red Cross Red Crescent Movement services in the last twelve months, their rating of the quality of services, and satisfaction levels. Accordingly, out of the total respondents, 66.8% did not access any SSRC-provided services in the last twelve months, compared to 21.9% who benefited and 11.5% who were unsure, as stated in **Figure 11**. Comparatively, more people have accessed services in Wau, 38%, compared to Malakal, 29% and Juba, 11%. When analysed by gender, more men, 28%, had benefited from SSRC services than women, at 17%.

In the last 12 months, did you or your family member benefit from any services provided by the South Sudan Red Cross?

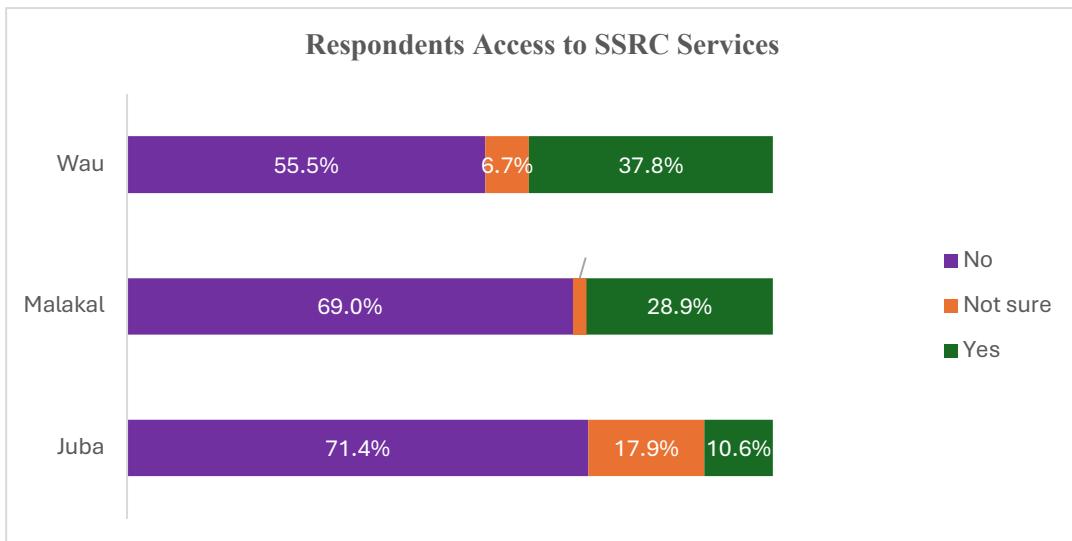


Figure 11 Respondents access to services provided by SSRC.

Out of those who benefited, 81.9% said the services were **very good or excellent**, compared to 50.6% who rated the services below average or average based on the analysis. Gender categorization has witnessed more men, 28%, who benefited than women, 17.4%. meanwhile, by location, Wau had the largest share of those who accessed the services at 37.8%, compared to Malakal at 28.9% and Juba at 10.6%. When respondents were asked to rate their satisfaction with the services received, a combined total of 94.2% were either **very satisfied or satisfied** with the quality of services compared to a fraction of 2.1% who were dissatisfied or very dissatisfied, as shown in **Figure 12**. However, the satisfaction level was higher among men at 94.5% compared to women at 93.8%. When asked to mention some SSRC activities, most respondents interviewed or in the FGDs identified health services and emergency response such as cholera, COVID-19, and Ebola, hygiene campaigns, first aid, water provision, and protection services. In Juba, some local chiefs were more critical of the SSRC activities than previous interventions by the ICRC before independence. For example, in Munuki, a local chief cited that the SSRC was very slow to respond to the aftermath of the 2016 violence in Juba. The ICRC's work with the national police and prisons was well known in Juba, Wau and Malakal. They cited activities like infrastructure support, relief items, capacity building, medical evacuations of wounded war victims, and prison reformatory services as among the top activities mentioned in the interviews.

The survey asked respondents who benefited from SSRC-provided services if they would recommend them to their friends and family members; 40.6% were very likely, and 57.2% were likely to recommend the services to friends and families. By location, across the counties, there was overwhelming interest in recommending or accessing services provided by the SSRC and the Red Cross Red Crescent Movement.

If yes, to what extent were you satisfied with the services, you received?

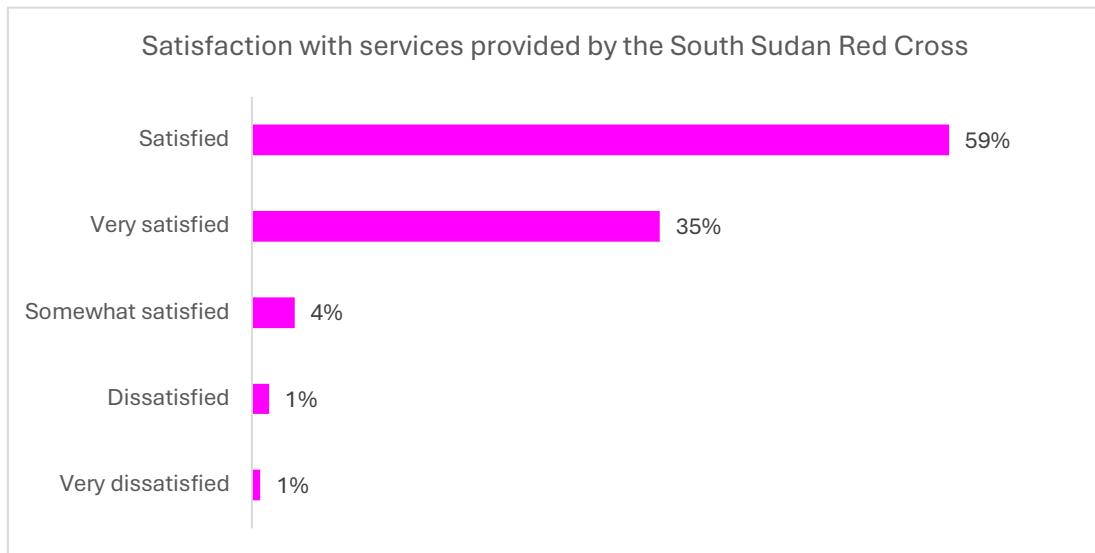


Figure 12 Respondents satisfaction level with services provided by SSRC

5.3 South Sudan Red Cross Brand Identity

In this segment, the study assessed the SSRC's visibility and recognition by the public based on its brand, values and fundamental principles that guide its work in the communities.

5.3.1 Brand Loyalty and Recognition of the SSRC

What is your understanding of the South Sudan Red Cross?

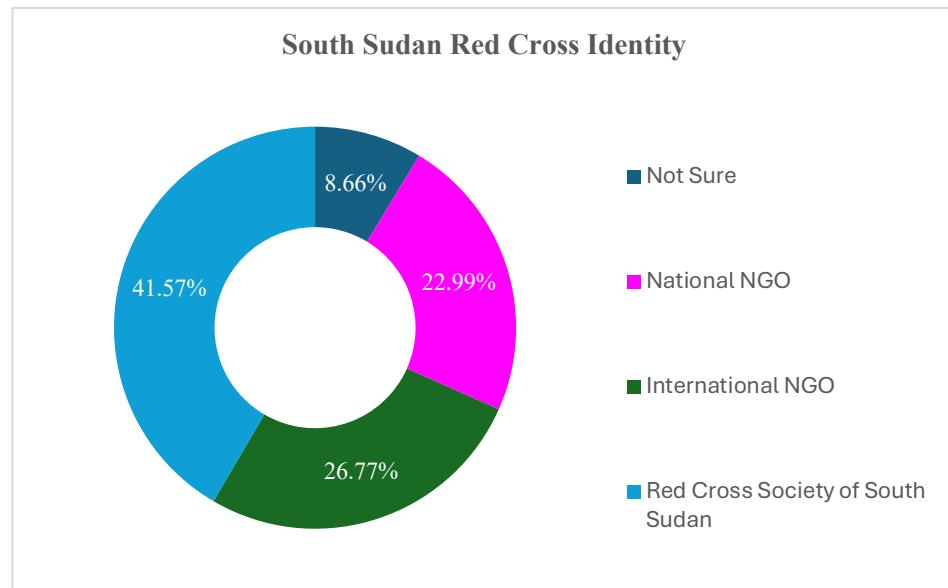
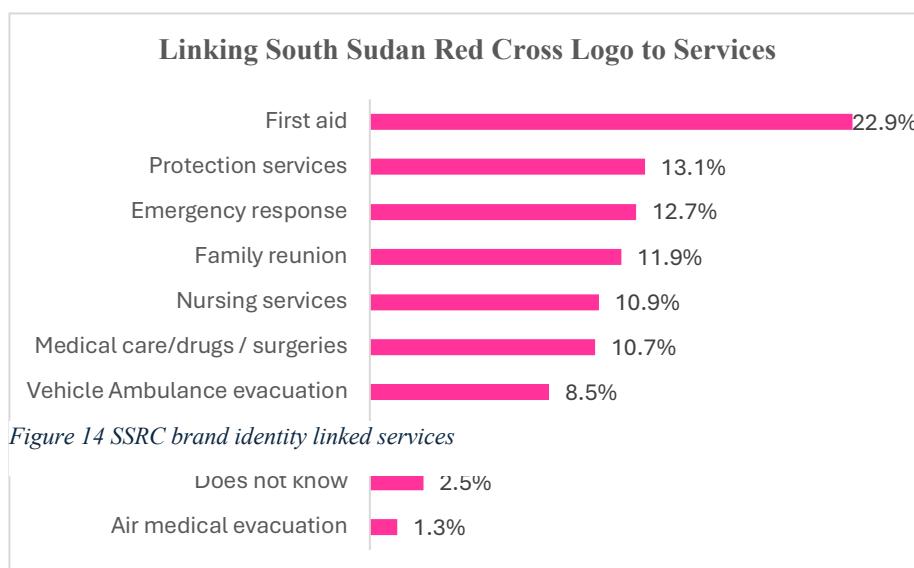


Figure 13 Respondent recognition of SSRC

The survey asked the public what they thought the SSRC was as an institution within the broader humanitarian sector. As per **Figure 13**, a significant proportion of 41.6% of respondents recognized that the SSRC is the Red Cross Society (RCS) of South Sudan. However, 58.4% of respondents still could not identify the SSRC as the Red Cross Society. When analysed by location, 86.6% of respondents in Malakal identified SSRC as the RCS, compared to 36% in Wau and 24.9% in Juba. The study also gauged the brand of SSRC through the recognition of its logo. When respondents were shown different types of logos to identify the one that belongs to SSRC, 81.4% correctly spotted the SSRC logo compared to 18.6% who selected other logos. An assessment of respondents' thoughts when they see the Red Cross logo or emblem revealed that first aid at 22.9%, protection services at 13.1%, emergency response at 12.7%, and family reunion at 11.9% were the most notable services, as illustrated in **Figure 12**. From the interviews and FGDs, SSRC has more substantial visibility in Malakal and Wau than in Juba. However, the organization holds an exceptional brand among public officials across the three locations, especially the Relief and Rehabilitation Commission, National Police and Prisons, and State Ministries of Health. In Juba, the State RRC and National Prison could share the work that SSRC has implemented, including healthcare, protection, blood campaigns, emergency response, and relief assistance. Capacity building for police and prisons was also highly valued by the authorities.

What comes to mind when you see the South Sudan Red Cross Logo?



5.3.2 SSRC Compliance with Values and Fundamental Principles

In this section, the research examined the public's thoughts on the South Sudan Red Cross brand and adherence to its values and fundamental principles that guide its work in the communities. This was important as the findings could reflect the SSRC's visibility and uniqueness in the humanitarian sector based on its brand, principles, and values.

Do you think the South Sudan Red Cross operates in accordance with the Red Cross Movement's fundamental principles?

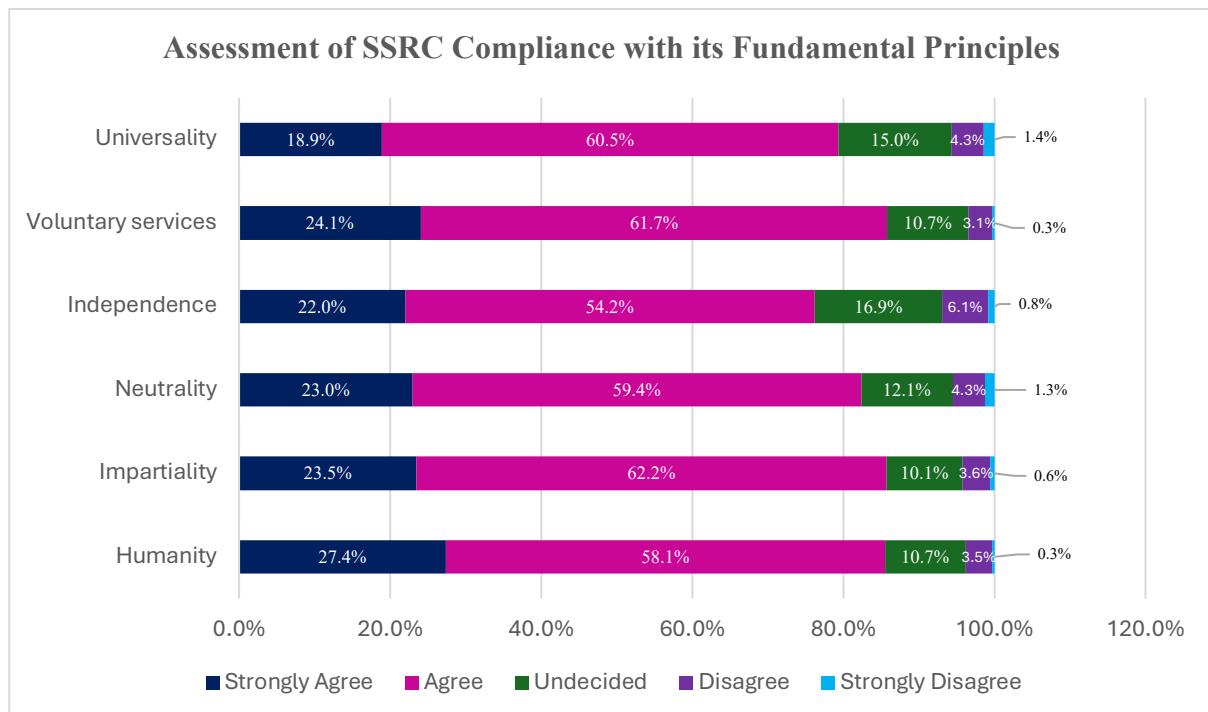


Figure 15 SSRC compliance with its fundamental principles

The public's perception of SSRC visibility was linked to compliance with the Red Cross Red Crescent Movement's fundamental principles and the legal benchmarks in the SSRC Act of 2012. When assessed on a scale of agreement or disagreement, the organization is rated positively across the principles if SSRC conducts its work following the fundamental principles. For example, as shown in **Figure 15, humanity** scored a combined total of **Strongly Agree or Agree** at 85.5%; **impartiality** received 85.7% and 82.4% **neutrality**. Equally, SSRC is highly rated, with 76.2% on **independence** when responding to emergencies, 85.8% on its **voluntary services** delivery approach, and 79.4% on **universality**—across the different principles, males and females had mixed opinions. The men held SSRC in high esteem in following their principles during response compared to the women. The regional analysis showed that SSRC was highly rated in Malakal compared to Wau and Juba in ensuring that their response adheres to the principles of the Red Cross Red Crescent Movement. This was acknowledged by the Legal Affairs Officer at Central Equatoria Police representative, who said, “*SSRC does not take sides. They relate to the injured, dead, and missing people. They are neutral. Other organizations sometimes take sides, but not the Red Cross*”. Different stakeholders the research interfaced with recognized the unique competence of SSRC, such as resilience, response, and ability to operate during very difficult situations when most NGOs would pull out or suspend their operations.

When the survey further probed the satisfaction level of respondents with the voluntary services provided by SSRC volunteers, 78.7% responded that the organization's services were either **satisfactory or very satisfactory**, compared to 21.3% who said the services were somewhat satisfactory and not satisfactory. This showcased the quality of services offered by SSRC volunteers in the communities. Most key informants and FGD participants agreed that the SSRC has a strong reputation as a neutral, independent, non-political, and impartial humanitarian actor during emergency response. They argued that this identity has given the organization wider access to communities than most humanitarian actors. *"The services provided by the South Sudan Red Cross have a long-term impact on people's lives. Bringing together family members who have been separated from their loved ones is one of the crucial aspects that cannot be compared with other organizations,"* said a community leader in Wau. However, local leaders, especially in Juba, still believe that SSRC must do more when responding to natural and violent situations, such as during the COVID-19 outbreak and 2016 violence.

5.3.3 Public Trust, Confidence, and Integrity of South Sudan Red Cross

In this section, the study assessed the public's trust, confidence, and willingness to contribute to achieving the South Sudan Red Cross Strategy.

How would you rate the SSRC brand and response in your community?

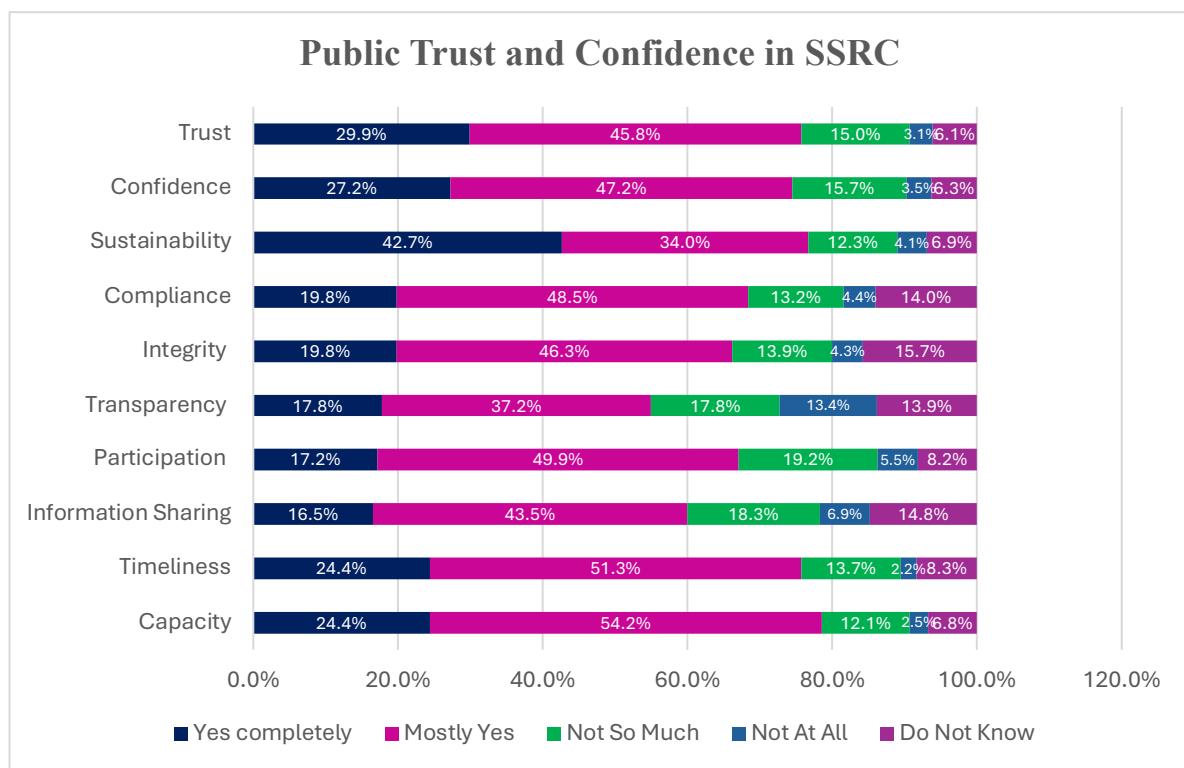


Figure 16 Public trust and confidence in SSRC

The study measured the South Sudan Red Cross's trust, confidence, and integrity in their work at the community level. Respondents were asked to rate SSRC on its response capacity, timeliness, information sharing and participation of affected populations in programming. The SSRC was also assessed against transparency, integrity, compliance with its fundamental principles, and public confidence and trust in the organization. As shown in **Figure 16** above, the SSRC had high ratings, as those who **mostly and completely agreed** were above 50%

across the elements. For example, SSRC received 78.6% on capacity, 75.7% on timeliness, 60% on information sharing, and 67.1% on the participation of the affected population. Additionally, the SSRC enjoyed a positive reputation as 75.7% of respondents trusted the organization, 74.4% had confidence in SSRC to deliver its mandate, 55% believed that the organization was transparent, 68.3% on compliance with principles, and 66.1% believed SSRC exhibited high integrity in their work. On sustainability, 76.7% of the respondents expressed willingness to contribute to SSRC community activities, which is critical for the long-term sustainability of community interventions. Despite the trust and confidence, SSRC still has work to improve its brand standing. Most government stakeholders believe SSRC is more transparent than community members. The older generation, mainly community elders, has always compared the SSRC to the ICRC. When participants were asked to share what SSRC is commonly known for, volunteer-based entity, first aid and blood donation campaigns, unique logos and labelling, nationwide access to communities even during war or violence, and evacuation of war or violence casualties were mentioned. The SSRC inherited a strong brand of the Red Cross Red Crescent Movement (RCM), which is well-known for its work with communities during the SPLA war with the Sudan government. *“They are known by the community for their work during wartime. For instance, when the SPLA entered Juba in 1992, they [Red Cross] made porridge and gave it to the people in Juba who were suffering,”* said an FGD participant in Juba Na Bari, Juba. The RCM is highly rated when it comes to family reunions of separated families during the war to link psychosocial support and gender-based violence.

How easy is it for you or your family member to meet or talk to a South Sudan Red Cross staff or volunteer in your community?

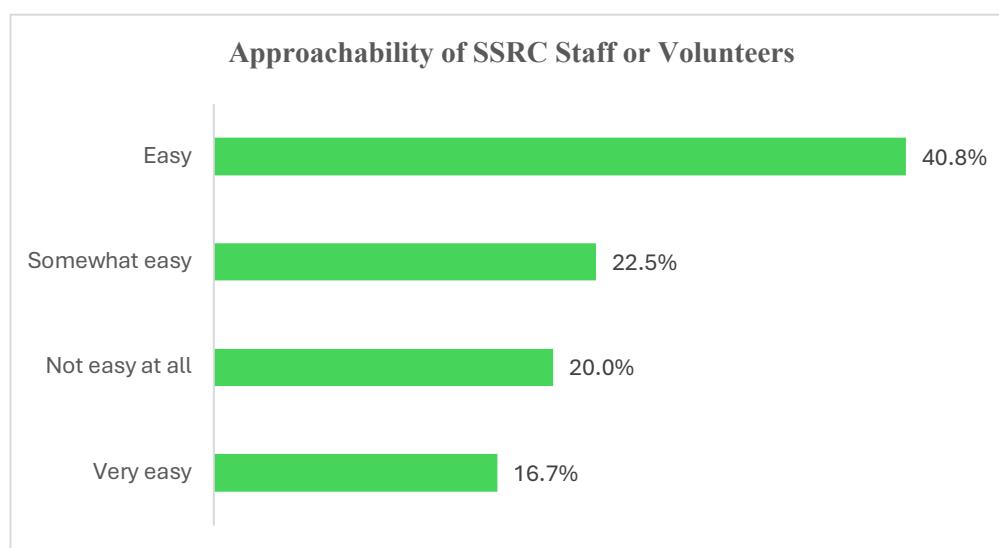


Figure 17 Approachability of SSRC staff or volunteers in communities

The SSRC has a network of volunteers nationwide who are instrumental in delivering emergency response. When respondents were asked whether it was easy to meet any SSRC staff and volunteer, 57.5% said it was **easy or very easy** to access any SSRC staff or volunteer as stated in **Figure 17**. By location, Malakal had easier access to the SSRC team at 71.1% compared to Wau at 68.9% and Juba at 45.9%. Once again, the men had easier access to the SSRC team at 63.6% compared to women at 53.2%. This could be linked to more men participating in the research and other socio-economic and cultural factors that have

permanently disadvantaged women. The low scores in Juba were consistent with this report's interviews and FGD findings. Most community members interviewed or who participated in the FGDs argued that the SSRC is not responsive and visible compared to the work done by ICRC in the past. Respondents opined that although the SSRC enjoys a good reputation and national presence, it is also faced with several challenges that impede its ability to respond timely and adequately during crises. Inadequate facilities and items like drugs and shelter in communities, inadequate information flow from communities to SSRC in case of emergency, high levels of insecurity, including political and communal violence and sometimes attacks on their staff and volunteers and inadequate infrastructure like roads and communication tools to support timely response. Equally, SSRC does not have adequate funding to respond effectively to emergencies, bureaucratic impediments like road checkpoints, complicated approvals, and authorities' denial of access. Protracted and multifaceted crises that cause immense displacement of many people and disease outbreaks like cholera outbreak have continued to face the organization.

5.3.4 Trust, Confidence and Integrity of ICRC

In this section, the study assessed public trust, confidence, activities, and community willingness to contribute to support the work of the International Committee of the Red Cross in South Sudan.

How would you rate the ICRC brand and response in your community?

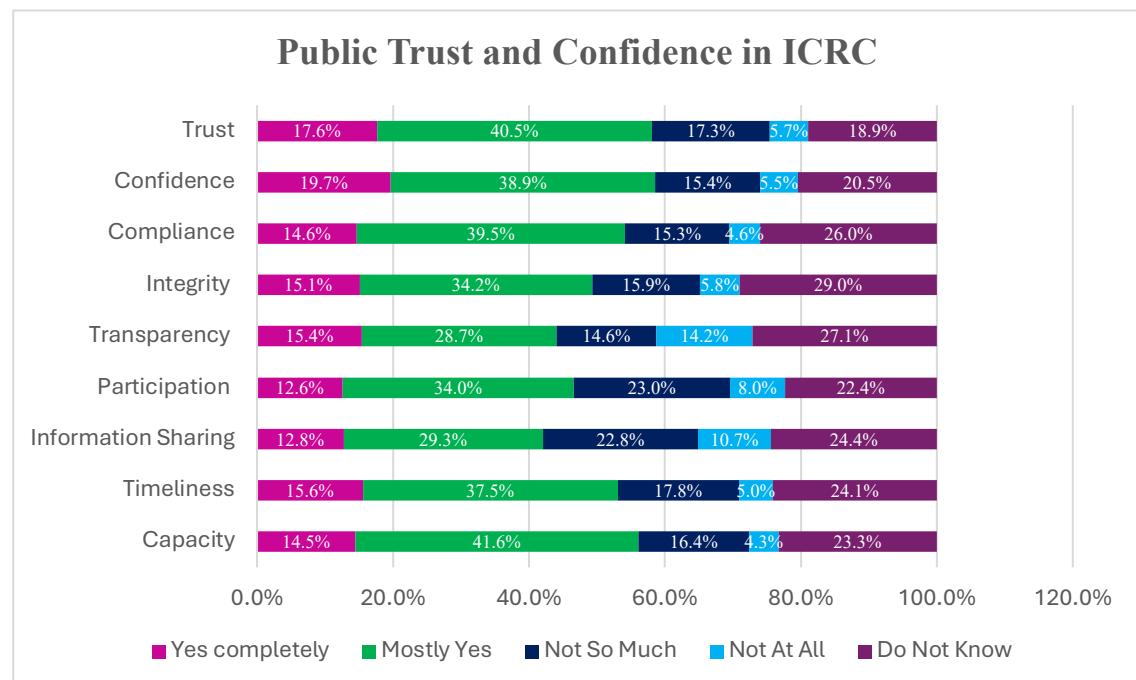


Figure 18 Public trust and confidence in ICRC

It is worth noting that the ICRC has a powerful brand in communities. The survey assessed the community's integrity, confidence, and trust in the International Committee of the Red Cross (ICRC). The assessment ranked ICRC according to the nine dimensions covering programming and reputation. In terms of programming, ICRC had a very good rating in terms of its capacity to deliver services at 56.1% and timeliness at 53.1%. However, ICRC performed below average in information sharing with beneficiaries, rated at 42.1%, and participation of the affected population was at 46.6%. On its reputation, the organization received a below-average rating on integrity at 49.3% and transparency at 44.1%. The ICRC received a good score on

compliance with principles at 54.1%, high confidence from communities at 58.6%, and trust at 58.1%, as shown in **Figure 18**.

When the respondents were asked if ICRC understands their needs, 50.1% said that the organization always or often understands community needs. The top services ICRC was commonly known for include first aid services at 16.9%, emergency response at 13.6%, water and sanitation at 9.9%, and vehicle and air evacuation disaster response at 9.0%. The ICRC has a strong legacy in the communities, with many recognizing its work during the war. The analysis by location showed that first aid services were widely recognized in Wau at 21.2% and Juba at 14.6%. Compared to Malakal, the ICRC emergency response was rated at 18.1%.

Regarding effectiveness in delivering services that the communities need, 16.2% agreed that ICRC services were adequate, 36.7% rated it moderately, 27.4% very little, and 19.7% not at all. By location, ICRC received a positive rating in Wau at 36.6% compared to Juba at 10% and Malakal at 7%. The gender dimension has shown men to be more appreciative than women of ICRC activities implemented in the communities.

The ICRC has a very strong reputation working with the security forces. In a discussion with the national prisons, they widely recognised ICRC work but not SSRC. *“Our relationship is very good with only the International Committee of the Red Cross (ICRC). We do not have any link with the South Sudan Red Cross (SSRC) and the others. They were a great support to us. ICRC greatly supports the prison services in seven (7) facilities, including Juba, Rumbek, Aweil, Wau, and Tonj. They are doing a lot, generally, in terms of health. They provide some drugs – all being covered in the seven facilities.”* said the Director of Prisons. The respondent went on to articulate. The ICRC has built a strong in the communities driven by its past work during the civil wars. Most community leaders recognised the instrumental work done by ICRC in Juba, Wau and Malakal during the SPLA war with the Government of Sudan. As the earliest humanitarian actor, the respondent opined that the ICRC served all vulnerable people regardless of political affiliation. *“They do not segregate or discriminate against beneficiaries of their services, for example, during the SPLA war with the Government of Sudan. They helped everyone affected. Where there are crises, they are there for all,”* said an FGD participant in the Juba Block. The post-independence period was even more critical after the 2013 and 2016 civil wars and rampant inter-communal violence, where the ICRC became crucial in evacuating casualties, delivering medical aid and reuniting families.

5.3.5 Public Trust, Confidence and Integrity of Other Red Crosses

In this section, the study assessed the public's trust, confidence, and willingness to contribute to achieving their programs in the country. It is worth noting that the various Red Cross Red Crescent Movement Partners delivering services in the communities were not visible enough. Most of their work was linked to SSRC interventions.

How would you rate the PNS brand and response in your community?

The survey examined the presence of Partner National Societies (PNS) in the counties, notably the Norwegian Red Cross, Canadian Red Cross, Danish Red Cross, and Swedish Red Cross. It was worth noting that most of the PNSs were not commonly known in the communities. This could be attributed to their limited presence or working relationship with the South Sudan Red Cross. As presented in **Figure 19**, the public confidence and trust in the PNS partners is limited for respondents who said **yes completely or mostly yes**, which is far below average across the nine dimensions.

On PNS's reputation and brand, 44.1% had trust and 43.3% confidence in the Other Red Cross partners. A similar trend is observed among respondents who believed PNS has integrity in response management at 35.8%, compliance to principles at 41.6%, and transparency at 32.1%. Regarding their programming, the PNS also scored below average as 43.1% of respondents said they have the capacity, timeliness of response at 39.6%, sharing vital program information with beneficiaries at 30.7%, and encouraging participation of the affected population at 37%.

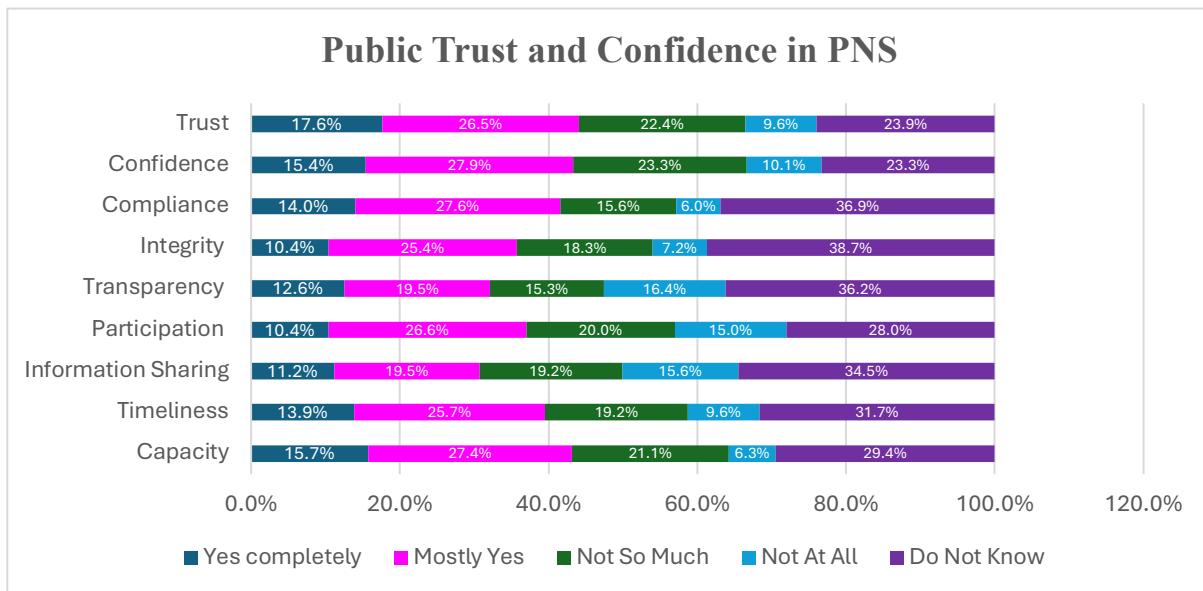


Figure 19 Public trust and confidence in PNS

The study also assessed the everyday activities or services the PNS partners were known for in the communities. Of the respondents, first aid services received 20.6%, emergency response services got 12.3%, and water and sanitation services scored 9.4%, the top three activities. When disaggregated by location, in Juba, first aid services were rated at 21.1%, medical care services at 10.9%, and emergency services at 9.5%. In Wau, first aid services scored 25.3%, emergency response 15.7%, and disaster response 11.3%. Meanwhile, in Malakal, first aid services accounted for 12.5%, emergency response accounted for 14.3%, and voluntary services accounted for 10.1%.

When respondents were asked if the PNS partners understand the needs of the communities they serve, a fraction of 37.3% believed that they **always or very often** understood the needs of those affected. By location, the PNS received a high rating of 69.5% in Wau compared to 28.2% in Malakal and 25.2% in Juba. The study assessed how easily community members can access the PNS in their work; only 33.7% said it was either **easy or very easy** to meet an PNS staff or volunteer. By location, the PNS received a high rating on approachability in Wau at 60.4% compared to Juba at 23.4% and Malakal at 26.8%. This again shows that PNS has very limited visibility of its community presence. The survey findings resonated with the interviews and FGDs held in the communities. Most participants could hardly remember the PNSs and their work. In an FGD in Wau, participants argued that they always think SSRC and ICRC are the only Red Cross organizations in South Sudan because they always see their logo and emblems on vehicles. In Malakal, three persons interviewed were able to mention some work done by the Canadian Red Cross but could not recall when exactly.

5.4 Public Attitude towards Voluntary Services

In this section, the study assessed the public's perception and attitudes towards participating as Red Cross volunteers. This is an important aspect of the Red Cross identity, brand and programming approach.

Have you or your family members participated as a Red Cross Movement Volunteer?

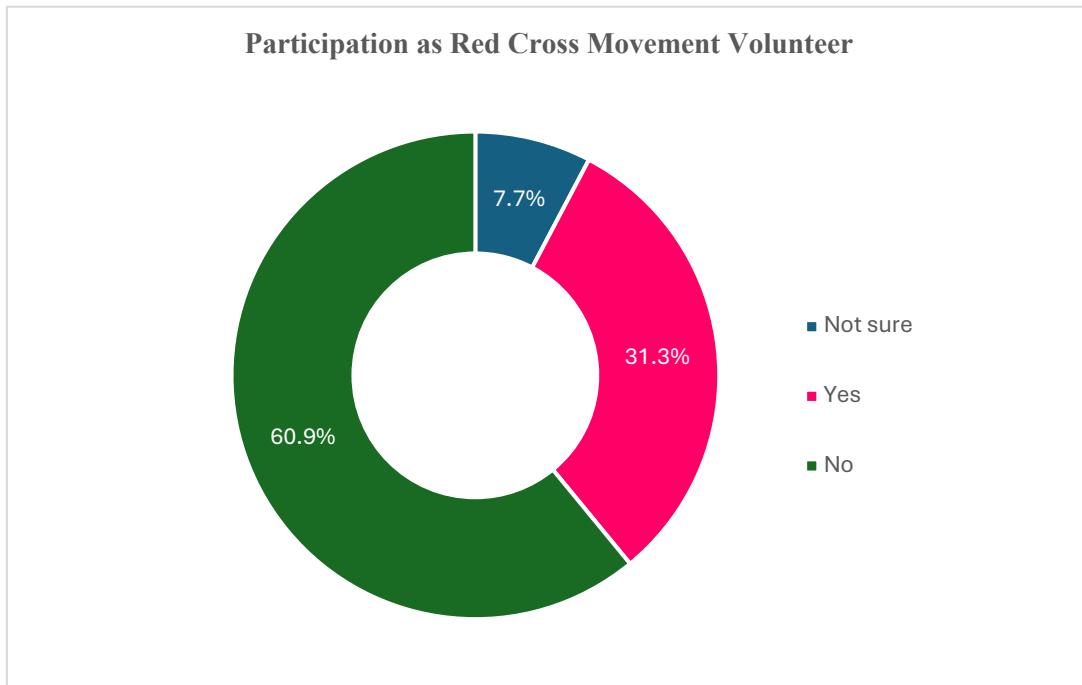


Figure 20 Public interest to become SSRC volunteer

The survey also interrogated the public attitudes and interest in participating as volunteers for the Red Cross Red Crescent Movement. As stated in **Figure 20**, 60.9% of the respondents did not participate in any community service as a Red Cross volunteer. However, 31.3% were engaged as Red Cross Red Crescent Movement Volunteers. The analysis of those who participated as Red Cross volunteers by location showed that Wau led with 41.5%, followed by Malakal at 32.4% and Juba at 25.8%, although all counties scored below average. Of the 31.3% of respondents who participated in community services as volunteers, 39.2% were involved in first aid services, 26.6% in blood donation campaigns, and 34.2% in other community-related services, as illustrated in **Figure 19**.

If yes, what kind of voluntary service or activity did you support?

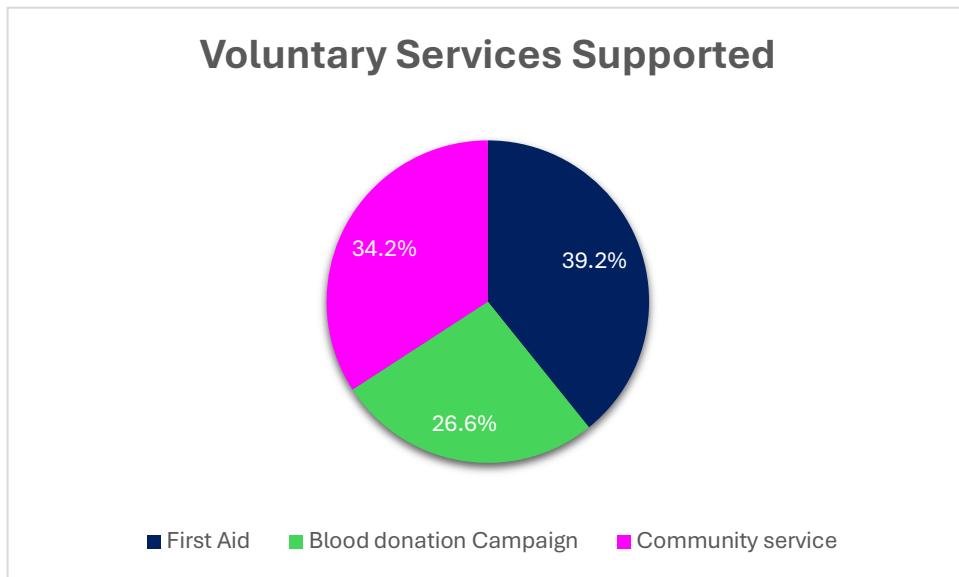


Figure 21 Key voluntary services supported by SSRC

For those who did not participate in any voluntary activity, when asked if they would be involved in the future as Red Cross volunteers, 79.4% answered that they would be interested in participating in Red Cross Red Crescent Movement activities as volunteers. By location, 97.9% of respondents in Malakal were willing to become Red Cross volunteers, 75.4% in Juba, and 70.8% in Wau. The survey showed that the Red Cross Red Crescent Movement Volunteer networks are not commonly known, as only 33.4% are known across counties. When disaggregated by location, 53.7% knew the volunteer network in Wau, 28.3% in Juba, and 21.8% in Malakal. The FGDs and interviews discussed this knowledge gap in the volunteer network. Most participants we interacted with had limited information about the Red Cross Volunteers in their communities.

To assess the value of the volunteer program, respondents were asked if they would consider recommending a friend or family member to become a Red Cross volunteer. On the positive side, 84.4% expressed willingness to participate or recommend a friend or family member to become a Red Cross Red Crescent Movement volunteer, as highlighted in **Figure 21**. By gender, at 85.3%, more females said yes to recommending someone compared to 83.1% of males. When assessed by location, 97.9% of the respondents will likely recommend someone to become a volunteer, compared to Wau at 82.3% and Juba at 79.6%. For those who will not recommend or were unsure, a combined total of 15.6%, their key reasons include 39.1% not being motivated to do voluntary work, 23.9% saying they needed a paid job, and 15.2% saying they were committed. Most males, 42.9%, were not motivated to recommend or take voluntary jobs compared to 36% of females. By location, 61.5% in Wau said they were not motivated, compared to 35.5% in Juba.

Will you recommend any of your family members, friends, or community members to become Red Cross Movement Volunteers?

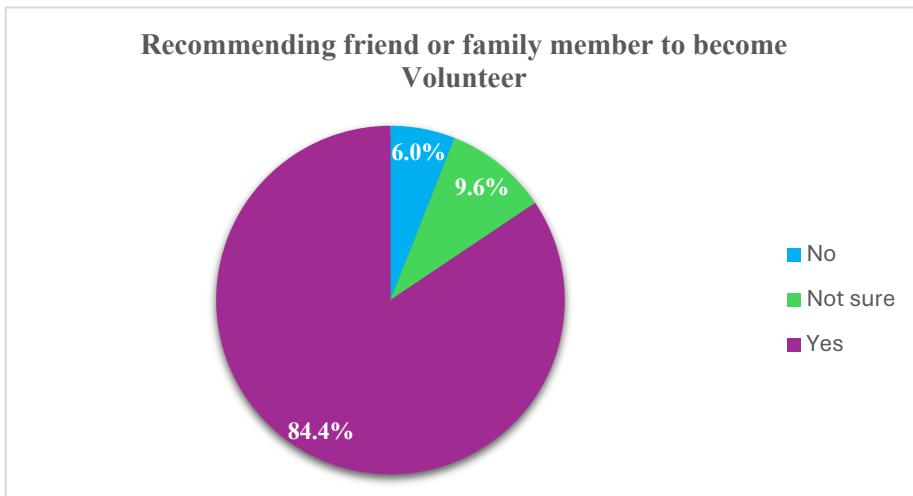


Figure 22 Public interest to participate as volunteer

5.5 Public Knowledge about the SSRC Auxiliary Role

In this section, the study examined the public knowledge and recognition of the SSRC's auxiliary role to the public authorities in humanitarian, emergency and disaster preparedness and response. The SSRC has built a good reputation for its auxiliary role in the communities.

Do you think the SSRC is doing enough to support the state, county, payam, and boma authorities in the humanitarian and emergency response?

As shown in **Figure 21**, 72.3% of the respondents understood the SSRC's collaboration and support of the State, County, and Payam government during emergency response and disaster preparedness. Regarding location, SSRC support to local government was highly acknowledged in Malakal at 90.8% compared to Wau at 78.7% and Juba at 61.1%. By gender, more men, at 73.9%, recognised SSRC work with public authorities in the communities compared to women, at 71.1%. This relationship was strongly corroborated in the various interviews with public officials. Most government officials at the state level attested to their cordial relationship with SSRC and ICRC. They freely discussed the work being done collaboratively. For example, health officials at the hospital in Wau acknowledged the extraordinary work being done by SSRC and ICRC to improve the provision of blood for patients. In the communities, the participants prominently mentioned the water and sanitation activities in Malakal and Wau during focus group discussions. For the police and prison, capacity building, infrastructure support, and evacuation of victims of violence were mentioned as examples of the work that the SSRC and ICRC deliver collectively to the government.

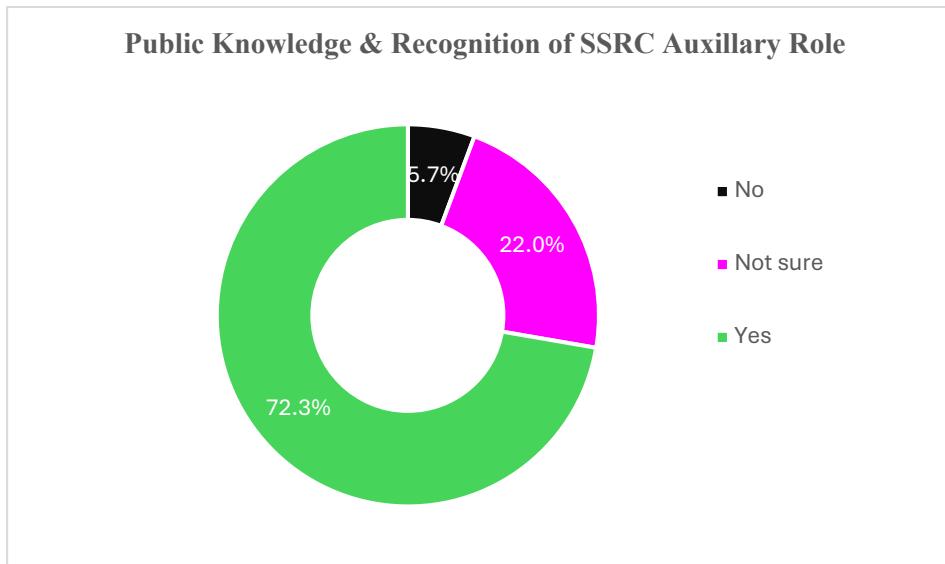


Figure 23 Public knowledge of SSRC auxiliary role to public authorities

The survey also asked respondents if they had observed a complementary working relationship between SSRC and local authorities. Of the respondents surveyed, 62.2% said yes to having witnessed the SSRC's supporting role. The SSRC collaboration with local authorities was widely recognized in Malakal, at 90.1%, compared to 61.6% in Wau and 50.5% in Juba. At the national level, participants interviewed and during FGDs recognized the supportive role of SSRC and ICRC in the government, as 57.1% said they know the supportive role of the SSRC in the government very well.

When respondents were asked to mention the activities or services commonly supported by SSRC in collaboration with public authorities, emergency response came top at 17%, health services at 16.2%, first aid services at 14.7%, and protection at 14.7%, respectively. In Malakal, respondents rated emergency services at 20.9%, water and sanitation at 20.9%, protection at 17%, and health services at 13.1%. In Juba, the participants widely recognized first aid services at 21.3%, health services at 18.2%, emergency response at 14.5%, and protection services at 12.3%. Meanwhile, in Wau, the respondents rated emergency services 16.9%, health services 16.6%, disaster response 13.6%, and first aid services 13.3% as everyday activities implemented by SSRC to support local authorities. During the FGDs, participants noted that the SSRC works closely with public authorities to deliver community health services and raise awareness of disease outbreaks and hygiene. They also mentioned the incredible role of SSRC in capacity-building initiatives for the local authorities during emergency and disaster response. They argued that some communities could become difficult for the government and other NGOs to access during a crisis. So, SSRC is always requested to go to such areas. The SSRC has regular meetings and engagements with government and public authorities to communicate its work and support the government during emergencies like floods, drought, disease outbreaks, and violence. *“The South Sudan Red Cross works with National, State, and local authorities to address humanitarian needs in communities”*, said an FGD participant in Malakal.

6 ANALYSIS AND CONCLUSION

The SSRC and the Red Cross Red Crescent Movement (RCM) have built powerful visibility in communities and excellent working relationships with key government institutions like RRC, ministries and counties, especially through its humanitarian and emergency disaster response activities such as medical evacuations and support for victims of violence. The programming reputation and relationship date to the SPLA-Sudan government wartime when the ICRC played a key role in supporting communities and armed forces. The SSRC inherited this reputational legacy in 2011 after the independence of South Sudan. The collaboration between SSRC and ICRC with the government at the state and county level is strong and solid. ICRC has a stronger relationship with organised forces institutions than SSRC. This reputation was demonstrated in the discussions with key actors from Police and Prisons. SSRC and the RCM have a unique logo that differentiates them from other humanitarian agencies, enhancing their unique brand and community visibility. Visibility features such as logos, vehicle plate numbers, branded aprons, and emblems were standard tools that distinguished them from other NGOs.

Despite this strong, historically rooted brand, in some communities in Juba, respondents did not identify SSRC as much as ICRC because they believe a lot has changed in their relationship with the community. ICRC was widely recognised in communities because of its historical role during wartime and community violence. Compared to Juba, in Wau and Malakal, the SSRC was notable and widely recognised by local leaders, government, and community respondents. In Wau and Malakal, the SSRC and the RCM have a very good working relationship and reputation when conducting community activities such as distributing relief items, awareness campaigns and other activities. Conversely, the older generation has been critical of SSRC work, especially in Juba and when comparing SSRC to the SPLA–Sudan government war, where ICRC was more responsive than today. ICRC is widely recognised as a neutral entity, but in some communities' the perception of SSRC being neutral was challenged, especially in Juba among the older generation. *“During the reign of Nimeiri [then President of Sudan], they could help as soon as an incident occurred. In the bush [during the liberation war in the Sudan], the Red Cross used to work without tribalism. Red Cross took people from Yei to Lokichogio when I was in Yei in the SPLA, and the Antonov was bombing us. Now, they [Red Cross] are stopped from working. People now work for money”*. Area Chief, Kapuri, Luri, Northern Bari, Juba. But this opinion was contradicted by those who work closely with the SSRC, such as the RRC, Police and local government officials in Juba, Wau and Malakal. *“SSRC has a good approach to the community; it helps everyone equally regardless of background, ethnicity, region, religion, and political belief”*, said Deputy Director of Police in Wau.

The SSRC and the broader Red Cross Red Crescent Movement have distinct identities from other humanitarian aid agencies. According to the participants, the Red Cross Red Crescent Movement's support for victims of war or violence in communities is unique to what others could do. The Red Cross Red Crescent Movement intervenes in health emergencies, especially first aid, blood donation campaigns, and hospital support, which the communities recognise. The SSRC and the Red Cross Red Crescent Movement are volunteer-based organisations that help communities affected by violence. A participant in Juba said, *“Red Cross implement its activities differently from other organizations. They help us with medicine, blood donations and community first aid. Red Cross people go to help people and do not fear. Even during the war, they are available. In bad situations, they respond. They are quick in delivering their services to people compared to other organizations”* FGD participant in Munuki Block A, Juba.

The SSRC and Red Cross Red Crescent Movement respond quickly to natural disasters and violent emergencies. Respondents recognised the SSRC and the Red Cross Red Crescent Movement as voluntary emergency responders and independent, impartial, and neutral humanitarian actors, this was manifested during an FGD in Juba, with one participant saying, *“They do not segregate or discriminate against beneficiaries of their services, for example, during the SPLA war with the Government of Sudan. They helped everyone affected. Where there are crises, they are there for all,”* said an FGD participant in the Juba Block. Unlike other humanitarian actors, the SSRC and the RCM have access to all communities whenever there is an emergency. The SSRC and RCM are widely spread nationwide through volunteer networks. This makes them reach far and wide to areas inaccessible by most NGOs. The SSRC and RCM's neutrality and impartiality not to speak politics or serve communities without bias makes them different from other entities and preferred emergency responders.

The respondents also believed that the SSRC and RCM are resilient and can support communities during difficult times, including when security breakdowns and most NGOs pull out. Communities and public authorities widely accept the SSRC and the RCM, compared to most traditional NGOs as stated that *“they do not take sides. They relate to the injured, dead, and missing people. They are neutral. Other organizations sometimes take sides, but not the Red Cross”*. Legal Affairs Officer, Police, Central Equatoria State (CES). Another key informant added that the *“SSRC are neutral and concentrates on humanity. Others could have hidden agendas against the government. Red Cross brings food and other services such as emergencies outside the hospital”*, Zonal Director at South Sudan National Police Service, Buluk, Juba. The SSRC and the RCM's wider presence, including in deep-field locations, allows them to access and help more people than the other NGOs. SSRC and the RCM voluntary work approach, where community members are recruited as volunteers to participate in community service, makes them more accepted and sustainable than the other non-governmental organizations (NGO employees' people).

Across the three counties, participants have demonstrated a high understanding of the SSRC and Red Cross Red Crescent Movement services provided in the communities. According to the respondents, the SSRC and RCM are commonly known for delivering services such as healthcare (drugs, blood donation, pandemic response, surveillance), first aid, disease surveillance and response such as Cholera, COVID-19 and Ebola in recent years and establishing blood banks for teaching hospitals. They also support public authorities in treating wounded people, emergency evacuation of war or violent casualties during armed conflict and burying dead people during times of crises. The provision of assistive devices for people with disability or wounded in violence by ICRC was highly mentioned. The SSRC and RCM provide relief services, including shelter, food distribution and non-food items like mosquito nets and blankets. Equally, the SSRC and RCM deliver protection services, psychosocial support and gender-based violence response. Capacity building and infrastructure support for prison and police services, such as renovation and construction work and mentorship and training of prison and police officers in case management, were recognised widely. The ICRC was praised by the police and prisons across the three countries for their support. The SSRC and the RCM have installed water plants in some residential areas in Juba to improve access to safe drinking water. Family tracing and reunion was widely spoken in Malakal and Wau as SSRC and the RCM play a key role in reuniting families with their lost ones. Some community members expect the SSRC to implement similar activities and provide education to military, police, and prison personnel.

The SSRC and RCM have a good record of transparency in their work. They always inform government and public authorities of their work without exception. The structure of the SSRC,

which includes the General Assembly, promotes transparent and accountable mechanisms to hold management in check. The joint assessment and monitoring of SSRC and RCM activities with relevant government entities has helped build trust and confidence. The SSRC is also credited with its nationwide recruitment process, which allows everyone to be hired based on merit. Unfortunately, some respondents were critical of SSRC and the RCM for being more accountable to the RRC and public authorities than the communities. They have a state-level presence to maintain discussions with the government actors, which is an excellent approach. Still, they are encouraged to engage with local community leaders. The respondents also believed that SSRC and the RCM do not adequately involve the affected population in their program development, implementation and monitoring, which raises issues in some locations. This was highlighted strongly by community leaders across the three counties. Local community leaders believe SSRC has the structures to increase their engagement with communities, as stated by a key informant in Wau who said, *“Let SSRC use their existence in the communities through the volunteers to make them transparent and accountable to the community for their project activities”* Chairperson of Daraja West, Quarter Council in Wau.

Regarding access to information on the work of SSRC and RCM, the workshops and community events were widely mentioned by communities as key sources of information to learn what the SSRC and RCM deliver. For public authorities, formal correspondence and meetings with government institutions were critical for learning about the Red Cross Red Crescent Movement's programs and plans. At the community level, radios, volunteer and staff outreach activities, and IEC distribution, including leaflets during campaign times and social media engagements, were considered very good sources of information. Most community members recognised the impactful work of the SSRC and RCM in the communities. A local chief in Wau observed that *“the activities implemented by the South Sudan Red Cross have a long-term impact on people's lives. Bringing together family members who have been separated from their loved ones is one of the crucial aspects that cannot be compared with other organizations.”*. The SSRC and RCM volunteer-based approach and focus on building community resilience to shocks and crises were highly recognised as having a sustainable impact.

Despite the critical role the SSRC plays in the humanitarian and disaster preparedness sector, respondents have mentioned several barriers and challenges the organization faces. According to the respondents, limited funding opportunities, especially from the government, have impeded their ability to deliver their work in the communities. The safety and security of SSRC staff and volunteers have always been problems for the Red Cross Red Crescent Movement, as most of them became victims directly or indirectly. For example, the *“intercommunal conflict in Malakal between the Shilluk, Nuer, and Dinka who were displaced to the POC has made SSRC work difficult”*, Ministry of Gender representative said in Malakal. The SSRC also has limited staffing and volunteer capacity to cope with the ever-increasing emergencies across the country, including excessive displacement due to conflict and floods that have overstretched the SSRC's capacity. Persistent disease outbreaks and exposure of volunteers and staff to infection, such as Cholera outbreaks, have been very common in Malakal, Juba, and Wau. The high level of food insecurity among communities affects some projects, such as GBV prevention and response, blood donation campaigns, and hygiene promotion in homes. In Malakal, SSRC and the RCM face limited telecommunication infrastructure, especially in the deep rural areas. In addition, accessibility constraints in some areas due to floods or insecurity have caused immense response delays. For example, in Nasir, Ulang, Baliet, and Fangak, it is not easy for SSRC to deliver services in these counties. In some communities, limited information, participation, and visibility of SSRC and ICRC were inadequate.

7 RECOMMENDATIONS

The research has generated mixed results on Brand Awareness and Public Perception of the SSRC, ICRC, and the broader Red Cross Red Crescent Movement. Key to that is a historical comparison of the programming and identity of Red Cross Red Crescent Movement specifically the reputation and legacy of ICRC and the emergence of SSRC as an independent South Sudan Red Cross Society. The recommendations below provide specific actions that SSRC should undertake to build its brand and identity in the community with the support of ICRC, IFRC, and the broader Red Cross Red Crescent Movement Partners.

7.1 To South Sudan Red Cross

Strengthen local relationships and partnerships with community leaders

The SSRC enjoys a good reputation with public officials at the county, state and national levels but struggles to be recognised at the community level, especially by local community leaders such as Sheik Hellas or village chiefs. The organisation should increase its engagement and outreach with local community leaders, including the Sheik Hellas, youth, women and religious leaders. Although it is good to work together with the Red Cross Red Crescent Movement (SSRC, ICRC, IFRC and PNS). SSRC's work and relationship with these local leaders must be enhanced distinctively from ICRC and the broader RCM to improve its visibility among beneficiaries. Tailored community events, including meetings, outreach campaigns, and involving local leaders in planning, implementation, and monitoring activities, will significantly improve the organisation's brand and identity within the communities.

Develop and implement an advocacy and communication plan

The SSRC should conduct a stakeholder analysis to inform a clear stakeholder advocacy and communication plan at the national, state, and county levels. This plan should spell out the engagement strategy, information-sharing medium, and specific messages. The advocacy plan must contain measurable indicators and targets that may be evaluated periodically to assess progress and challenges. This plan must contain specific messages to different types of stakeholders and identify the relevant medium of transmission.

Develop and roll out a Beneficiary Feedback Mechanism

As part of the SSRC bottom-up accountability mechanism, the organisation should establish or review its feedback system to encourage community participation in the planning, implementation, and monitoring activities. This is within the broader context of the Grand Bargain, which calls for humanitarian agencies to be accountable to affected communities in humanitarian and emergency response. An improved engagement with communities affected by the crisis to plan their response and share life stories with SSRC will increase its visibility and brand at the local level.

Focus on outcome harvesting and dissemination with relevant actors

The SSRC has a nationwide response advantage over most international and national NGOs. Most stakeholders consider the organisation as the first go-to institution when disaster strikes. Despite the high impact and recognition, the SSRC should improve its results and strengthen the compilation and sharing of change stories. The institutions' brand and identity are often determined by the scale of communicating the impact of their work and products. The SSRC should take proactive steps to share the impact of its work in the communities. By sharing life

stories, the SSRC helps to increase its visibility and brand awareness within the communities it serves, as well as with donors, government, and key actors in the humanitarian sector.

Participation and inclusion of affected population in humanitarian response

The affected community's inclusion and participation in humanitarian and emergency response activities remain crucial to ensure they are embedded in the local community's coping mechanisms. Beneficiaries' views must be incorporated at the planning, implementation, and evaluation stages to build local ownership and visibility.

Make good use of local community volunteers

The SSRC already boosts volunteer networks in communities. These volunteers are important actors who could improve the organisation's brand and visibility. The volunteers should work closely with the local community leaders and elders during activity planning and implementation. Some community leaders recognise the important role played by the SSRC Volunteers, especially in building the organization's brand and network. Hai Daraja West, Chairperson in Wau, said, *"SSRC existence in the communities through the volunteers makes them transparent and accountable to the community of their project activities"*. Where possible, joint initiatives or activities that draw in community leaders should be encouraged to enhance the institution's brand at the local level.

Communicate and share the fundamental principles with communities

The SSRC has a unique opportunity to utilize its national stature and relationship with public authorities to share the fundamental principles of the Red Cross Red Crescent Movement . Generating local understanding and recognition of what guides the work of SSRC will improve its brand, visibility, and acceptance in the communities. Targeted media, including social media, radio, and TV campaigns on the principles, work, and impact, is imperative to raise awareness. It is recommended that the SSRC increase its presence on social media in key applications that are widely accessible by South Sudanese and external actors. Applications such as Facebook are great for local audiences, and LinkedIn and X (Twitter) offer professional networking with other organisations, donors and industry experts.

Develop and implement fundraising strategy

As most respondents have mentioned, SSRC overly relies on external financing through the Red Cross Red Crescent Movement. A locally driven fundraising drive targeting the government, private sector, and other entities would indirectly improve the SSRC's brand position in the country. The SSRC should use its good reputation with the government at the national and state levels and its auxiliary role to advocate for funding through the relevant ministries. This will ensure more substantial ownership of its work and create a lasting brand. Given its capacity and brand, some government entities expect increased collaboration and coordination with the SSRC to deliver more services. The Director of the South Sudan National Prison Services in Juba said, *"They [SSRC] should look for more budget [funds] from the donors to support the National Prisons Services of South Sudan. They must support detention centres or prisons, especially in infrastructural development"* Director, South Sudan National Prisons Services (National Level). This opinion was also echoed by the Executive Director of the Central Equatorial Relief and Rehabilitation Commission (RC), who said that *"South Sudan's government should intervene to support the society [SSRC]. It is our society. It should appear in the [national] budget to respond to disasters and be part of the government where there is budget to be injected"* Executive Director at South Sudan Relief Commission – Central

Equatoria State (CES). Such strong opinion from public officials presents an opportunity to build on advocacy for local resource mobilisation.

Conduct periodic brand awareness and perception research

This is the first brand awareness and perception survey conducted by SSRC. It has established clear benchmarks upon which future research will be premised. As part of its periodic strategy review, the SSRC should conduct brand awareness and perception surveys to inform the strategy review process. A nationally representative brand awareness and perception research is recommended to ensure that the outcome reflects the views of most of the communities that SSRC serves. The survey findings will help the SSRC understand the emerging situation, community priorities, and resourcing plan to strengthen its advocacy with different actors.

Strengthen local partnerships with the private sector and broader humanitarian actors

The SSRC partnerships are stronger and more visible within the Red Cross Red Crescent Movement but inadequate with other in-country actors such as the private sector, NGOs, the UN, and donors. Strengthening partnerships internally will increase the organisation's brand and visibility and ensure collective response during crises. Participating in the NGO community and humanitarian mechanisms such as the NGO Forum (as an observer), asserting its presence in the Humanitarian Country Team (HCT), and clusters will increase visibility and funding opportunities.

Produce and distribute knowledge management products

In today's world of international aid, donors, beneficiaries, and actors are keen to know the impact of their investments. Producing knowledge management products, including annual reports, research reports, and special bulletins of the SSRC, will play an important role in increasing the brand and visibility of their work and impact. The SSRC should invest in developing robust knowledge management and communications products to boost its visibility. For beneficiaries, local radio series in local languages, visual products, and periodic public events will help increase access to information on what SSRC does and its impact. For external actors like donors and industry experts, a vibrant website regularly updated with life-changing stories and reports will boost the organisation's brand and visibility.

SSRC capacity building should be cascaded to the state and county level

The Red Cross Red Crescent Movement Partners should prioritize and integrate capacity building into project interventions at the local level. This would ensure that regional and local teams have full capacity to network, strengthen relationships, and deliver high-quality programming with minimal support from Juba. Stronger teams at the County and Payam levels will enhance SSRC presence within communities for better program outcomes. This will increase the organisation's capacity, brand and visibility at every level.

Strengthened the SSRC volunteer network

The South Sudan Red Cross should prioritize strengthening its volunteer networks at the county and payam levels. Particularly, linking local community leaders and public authorities to know their volunteers will increase the opportunities to work together and quickly respond to community shocks. In addition, the volunteers' activity plans should be integrated into existing disaster response mechanisms through other humanitarian agencies or the local government response plans. This will increase the coordination and visibility of the SSRC volunteer support at the local level.

Increase multimedia advocacy and campaign

The SSRC has strong community outreach, strengthening its visibility in the communities. However, with the fast-growing social media, the internet and the broader technology revolution, the organization would immensely benefit from increased brand awareness by investing in a multimedia advocacy strategy. The most common mediums of advocacy and marketing in South Sudan include local radio stations, the government TV and social media, including Facebook, TikTok, YouTube and LinkedIn. Through planning, messaging and dissemination, joint advocacy and campaign initiatives with ICRC and other Red Cross Partners will increase the organisation's visibility.

7.2 To ICRC and Red Cross Red Crescent Movement Partners

Put SSRC at the front and centre of advocacy, humanitarian and emergency response

The International Committee of the Red Cross (ICRC) has built a powerful brand and visibility due to its long-standing work before the country's independence and the founding of SSRC as an independent national society. Although the ICRC enjoyed this historical reputation, it has also overshadowed SSRC's ability to create its brand and visibility. The SSRC could benefit from this reputation if ICRC puts it at the front and centre of its work. In this case, ICRC and other Red Cross Partners should ensure that the SSRC plays a central role in planning, implementing, fundraising, and communicating Red Cross Red Crescent Movement activities in the country. The long-standing reputation and visibility of ICRC and the wider Red Cross and Red Crescent Movement is an opportunity for SSRC to drive its own brand in the coming years.

Conduct joint media advocacy and campaign

The ICRC and other Red Cross Partners should develop and implement a joint advocacy strategy, plan, and messaging. This advocacy should have clear messages on the roles and functions of the RCM partners. The advocacy strategy and plan should identify the actors, their interests, expectations, and messages. The SSRC should be a key interlocutor in executing this advocacy plan to ensure that its identity and brand as a national society supported by ICRC, IFRC, and the Red Cross Red Crescent Movement Partners come out clearly.

SSRC capacity building should be cascaded to the state and county level

The Red Cross Red Crescent Movement Partners should prioritize and integrate capacity building into project interventions at the local level. This would ensure that regional and local teams have full capacity to network, strengthen relationships, and deliver high-quality programming with minimal support from Juba. Stronger teams at the County and Payam levels will enhance SSRC presence within communities for better program outcomes. This will increase the organisation's capacity, brand and visibility at every level.

Increase SSRC visibility with back-door donors and partners in-country and externally

Building a strong brand requires solid visibility of the organisation with partners, including main bilateral donors in-country and outside. The SSRC can benefit from the ICRC, IFRC, and Red Cross Red Crescent Movement Partners' linkages to their main donors back home. Periodic meetings and sharing programs and knowledge management products like annual reports, research reports, and special bulletins will enhance the organisation's brand and visibility among key interlocutors.

Develop and roll out a Beneficiary Feedback Mechanism

As part of the ICRC's commitment to the Grand Bargain that calls for increased participation of those affected by shocks, the ICRC should prioritize developing and implementing the beneficiaries' feedback mechanism. Building a system that enables project participants to directly communicate their views on access and quality of services delivered to the community will improve life-saving activities and build ownership of the response in the long term. An improved engagement with communities affected by the crisis to plan their response and share life stories with ICRC and PNS will increase their visibility and brand at the local level.

Focus on outcome harvesting and dissemination with relevant actors

The ICRC has built a solid institutional reputation and trust among communities and public authorities. Over 30 years of progressive interventions by ICRC and PNS in South Sudan have significantly impacted the communities. It is recommended that ICRC and PNS should invest in documenting such positive, life-changing stories. Disseminating such impactful stories will provide vital learning opportunities for SSRC to build on and improve relationships with local communities. By sharing life stories, the ICRC and PNS help to increase its visibility and brand awareness within the communities it serves, as well as with donors, government, and key actors in the humanitarian sector.

Participation and inclusion of affected population during emergency response

The research showed that ICRC and PNS have a very strong reputation for their work in the communities but with limited participation of those affected by the crisis in planning, implementing and exiting programs. This approach limits communities' ability to own interventions beyond the program's lifecycle. It is important for ICRC and PNS always to involve people affected by violence or disasters in planning and execution. Beneficiaries' views must be incorporated at the planning, implementation, and evaluation stages to build local ownership and visibility.

Leverage SSRC local community volunteer network

The SSRC has established very rich volunteer networks in communities. These volunteer networks are excellent community entry, mobilisation, and engagement structures. Volunteer networks are important actors who can improve the organization's brand and visibility, especially for the services the ICRC and PNS deliver to the communities.

Building sustainable community ownership into programs

South Sudan remains a protracted humanitarian and emergency context, which has entrenched dependency syndrome in communities. The ICRC and PNS should maximize their expertise by shifting to a development humanitarian – peace—development (HDP) nexus to enable populations affected by violence and natural disasters to use local resources and systems to become resilient. Integrating HDP methodology in ICRC and PNS programming will help build community ownership of intervention beyond program scope and ICRC presence.