

Afghanistan: from crisis to collaboration, communications as a force for good

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Public Service
Communications
Academy 2021

**Partnerships, performance
and people**

23-24 November 2021

Operation Warm Welcome

Our people across government have worked incredibly hard in very difficult circumstances to bring out over 15,000 British and foreign nationals and eligible Afghan families from the country, each with their own incredible story and dreams for a safer, better future.

Collaborative Comms Approach:

- Cross Government response
- Partnership with local authorities
- Next stage working with the private sector



A brighter future....

The hard work will come over the months and years as we support this community to settle in the UK. Communications has a key role to play in making that a success



Reflecting on the comms challenges and successes following the escalation in Afghanistan

Lauren Scott
Executive Director
Refugees at Home

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Questions without answers

During the week leading up to the take over by the Taliban, and in the following weeks and months, Refugees at Home became one of the organisations contact by people stuck in Afghanistan.

- How did we manage responses to people stuck in dangerous situations
- How could we respond when there was no information available - where can you signpost?
- Supporting colleagues responding to these enquiries, often to people pleading for life saving support.

Becoming Google Search

Following the escalation in Afghanistan, we saw over 1600 new people register to host with us - a really great testament to the public spirit of wanting to help.

But we also became google search for donations of everything from clothes to mattresses across the UK.

How could we respond in a way that matched our long standing can do attitude

The need for news...

Our social media channels have always been a community. We use them frequently to appeal directly to hosts and volunteers - and those in power who can help.

Suddenly, our followers needed to know more and we needed to respond to keep people engaged with our charity, but aware of the realities.

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