

# 5 CHANGES

## TO BUILD TRUST AND PUT COMMUNITIES AT THE CENTRE

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### CHANGE #1

#### Strengthen knowledge and capacity in community engagement and accountability

Mentor National Societies to institutionalize community engagement and accountability into their ways of working.



Facilitate peer learning and exchange between National Societies.

Build technical capacity to implement within programmes and operations.

Build buy-in amongst senior leadership.

Improve coordination and communication between Movement members.

### CHANGE #2

#### Integrate community engagement and accountability into ways of working



Locate community engagement where it can best support programmes and operations.

Integrate community engagement in policies, guidelines and procedures.

Include accountability commitments in strategies and annual plans.

### CHANGE #3

#### Better document success and lessons learned



Collect evidence that shows the impact of stronger engagement with communities on the quality of programmes and operations.

Share this evidence with decision-makers at all levels.

### CHANGE #4

#### Increase organizational support and resources



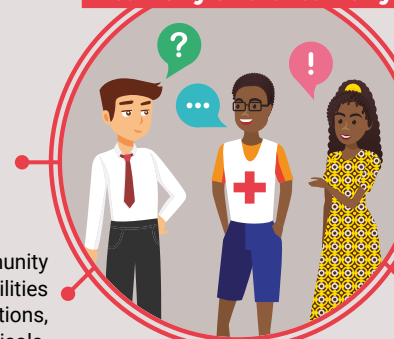
Ensure staff are in place to lead on community engagement.

Fund National Societies to institutionalize community engagement.

Budget for community engagement and accountability adequately.

### CHANGE #5

#### Promote a culture of accountability internally and externally



Strengthen and demonstrate what good accountability looks like internally.

Integrate community engagement responsibilities into job descriptions, inductions and appraisals.

Raise awareness in communities about their right to provide feedback and our responsibility to be accountable.

Adapt internal systems to support community participation in planning.

Promote organizational commitments to be accountable to communities.