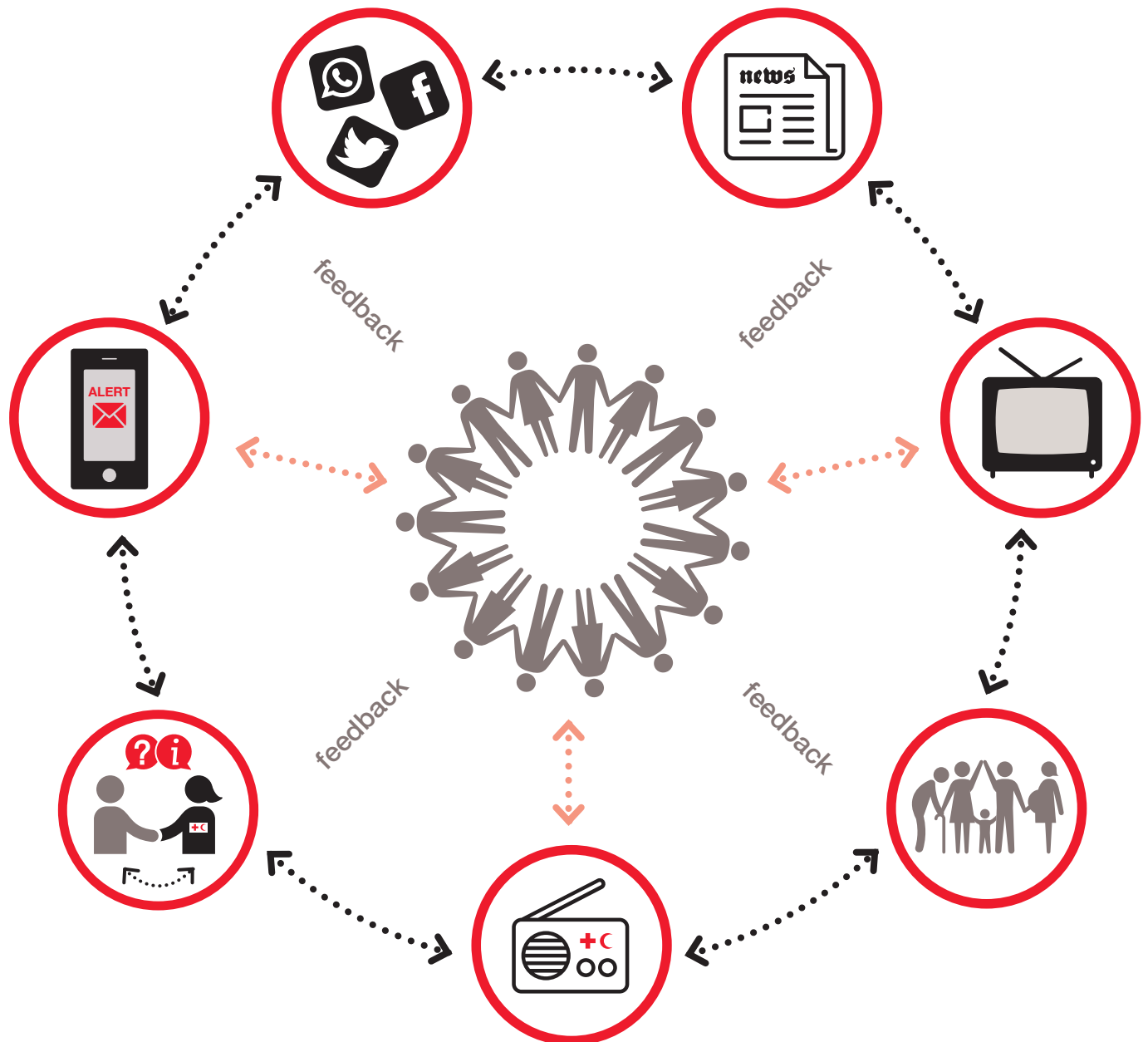


Informal feedback and learning

Feedback gathered through different communication channels will influence our communication approaches, messages and programmatic actions



Ensure that feedback informs your Community Engagement and Accountability (CEA) approaches regularly.

It is key that feedback received through one communication channel informs the approach of other communication channels. For example, if the radio programme receives a lot of questions on a given topic, it is important that volunteers are informed and focus their engagement on addressing those questions. Also, your messages and information should adapt to match the concerns of the community.



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