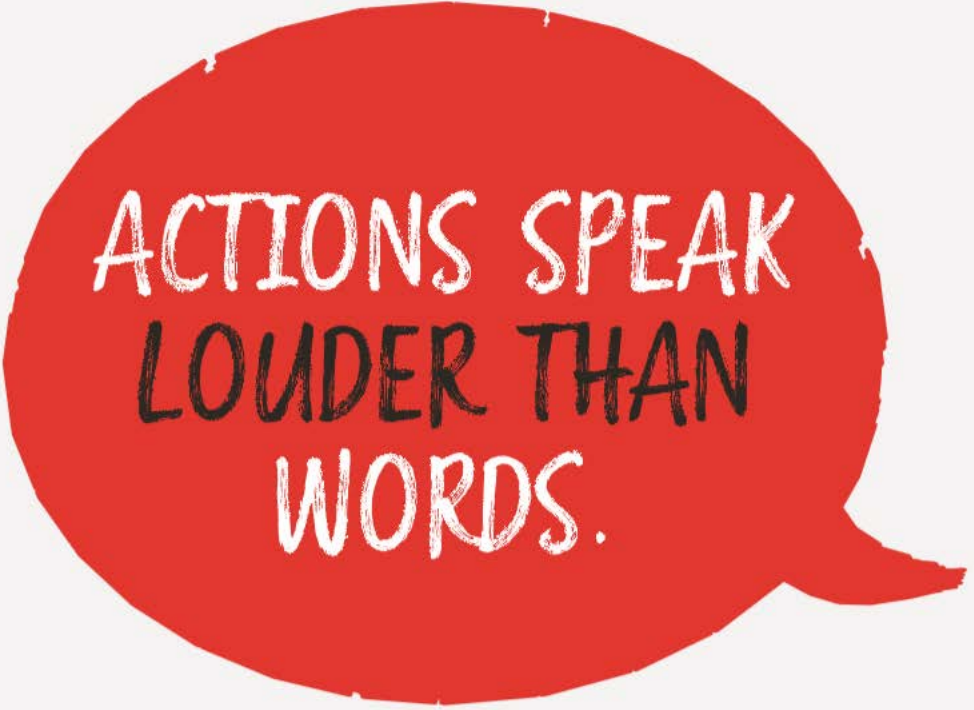


DO YOU WANT
PEOPLE TO TRUST YOU?
START BY LISTENING.





ACTIONS SPEAK
LOUDER THAN
WORDS.

NO MATTER THE SITUATION – FROM EARTHQUAKES, TO FLOODS, TO EPIDEMICS, TO CONFLICT – **RED CROSS AND RED CRESCENT** VOLUNTEERS AND STAFF WORK HARD TO HELP COMMUNITIES.



BUT IF WE WANT TO HAVE AN IMPACT, **WE MUST** WORK WITH AND LEARN FROM COMMUNITIES. WE MUST ACT ON WHAT THEY TELL US, ADJUST OUR WORK, AND BUILD ON THEIR IDEAS.

NOT INVOLVING
COMMUNITIES
CAN BE DANGEROUS.



OFTEN, WELL-MEANING HUMANITARIANS ACT TOO QUICKLY WITHOUT LISTENING TO THE VERY PEOPLE THEY WANT TO HELP.

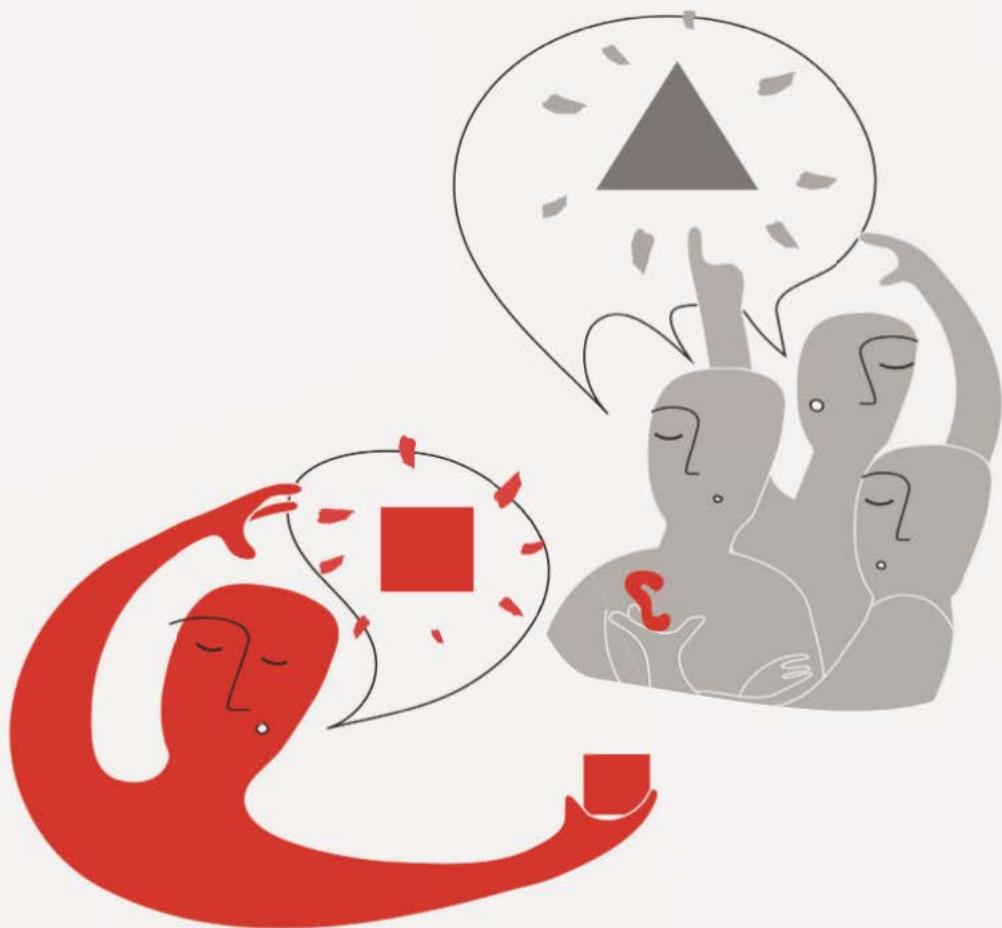
75%

OF PEOPLE SURVEYED ACROSS SEVEN COUNTRIES SAY THAT AID DOES NOT MEET THEIR MOST PRESSING NEEDS.*

IF WE WANT TO BE RELEVANT TO COMMUNITIES, WE MUST LISTEN TO THEM FIRST.

OTHERWISE, WE WASTE TIME AND MONEY, AND RISK LOSING TRUST.

IN PRACTICE



ACTIVE LISTENING SHOULD NOT BE LIMITED TO ASKING QUESTIONS AND NOTING DOWN REPLIES. THESE REPLIES SHOULD BE PUT IN CONTEXT. WE MUST BE SENSITIVE TO WHAT (AND WHO) MIGHT BE LEFT OUT.

"I TRUST THEM BECAUSE
THEY KEEP COMING AND
FOLLOWING UP."

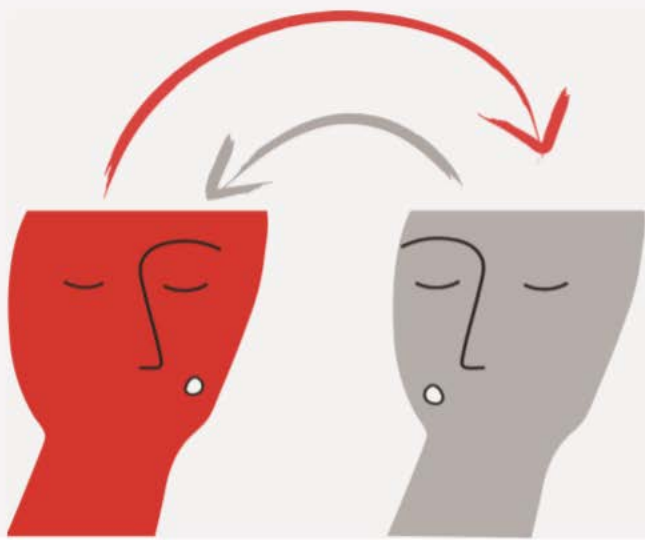
COMMUNITY MEMBER
WORKING WITH THE KENYAN
RED CROSS



FEEDBACK IS A TWO-WAY STREET.

WHEN FEEDBACK SYSTEMS ARE IN PLACE,
HUMANITARIANS HAVE TO ACT ON THE
FEEDBACK – GOOD AND BAD.

IF WE DON'T, COMMUNITIES MIGHT STOP
SHARING INFORMATION WITH US, AND OUR
WORK COULD FAIL.



IN PRACTICE:

DISCUSS THE FEEDBACK YOU RECEIVE WITH THE COMMUNITY. THIS IS THE BEST WAY TO UNDERSTAND PEOPLE'S CONCERNS AND ANSWER THEIR QUESTIONS.



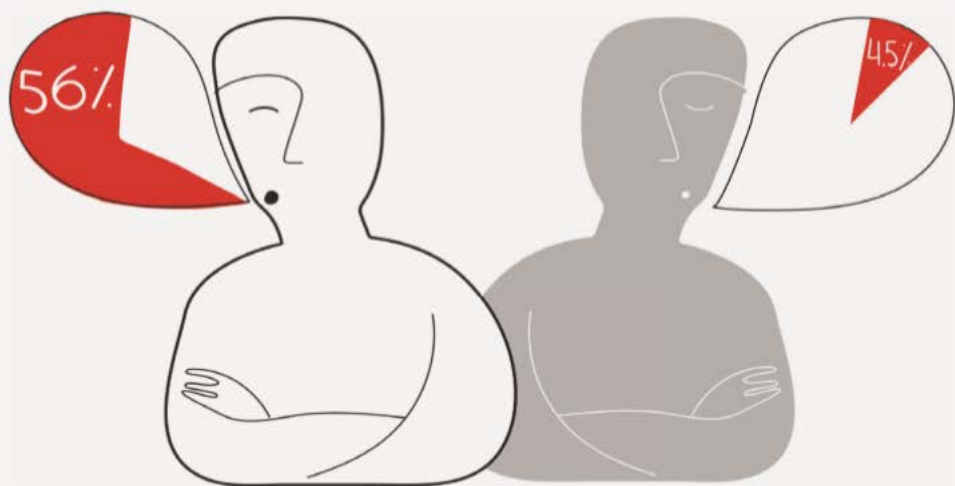
ACT ON COMMUNITY FEEDBACK BY ADJUSTING YOUR WORK AND APPROACHES. THIS WAY, COMMUNITIES SEE THAT THEIR VOICE MATTERS. IF YOU CAN'T MAKE CHANGES, MAKE SURE THE COMMUNITY KNOWS WHY, TO MANAGE EXPECTATIONS AND SO THEY CAN PLAN ACCORDINGLY.



DIFFERENT PEOPLE COMMUNICATE IN DIFFERENT WAYS.

THE WAYS WE PROVIDE INFORMATION AND GATHER FEEDBACK **HAS TO BE ACCESSIBLE** TO DIFFERENT PEOPLE – WOMEN, MEN, YOUNG, ELDERLY AND LESS ABLED PEOPLE – SO THAT **ALL MEMBERS OF THE COMMUNITY ARE INVOLVED**, NOT ONLY THE MOST VOCAL.

IN BANGLADESH, **56% OF WOMEN** WANTED TO SHARE FEEDBACK IN FOCUS GROUPS OF THE SAME GENDER. **ONLY 4.5% OF MEN** WANTED TO COMMUNICATE IN THIS WAY.



IN PRACTICE:

USE DIFFERENT CHANNELS TO COLLECT FEEDBACK FORMATS DEPENDING ON COMMUNITY PREFERENCES. USE THE LANGUAGE THAT PEOPLE ARE MOST COMFORTABLE IN, NOT JUST THE MOST COMMON, AND ENSURE THAT WORDS YOU TRANSLATE MAKE SENSE IN LOCAL CONTEXTS.

SOME QUESTIONS TO ASK OURSELVES:

WHAT CHANNELS OF COMMUNICATION DO
COMMUNITY MEMBERS PREFER?

IN WHAT LANGUAGE ARE THEY MOST CONFIDENT
TO SPEAK OR WRITE?

WHO MIGHT FIND IT DIFFICULT TO ATTEND
MEETINGS OR SHARE THEIR FEEDBACK?

AT WHAT POINTS IN YOUR WORK ARE YOU ALREADY WORKING ALONGSIDE COMMUNITY MEMBERS? WHERE ELSE COULD YOU?

HOW CAN YOU ENSURE OUR WORK IS CONTINUOUSLY IMPROVED ACCORDING TO FEEDBACK?

HOW CAN YOU MAKE SURE THAT YOU DON'T JUST COLLECT FEEDBACK, BUT THAT YOU ALSO COMMUNICATE FINDINGS WITH THE COMMUNITY?



LEARN MORE FROM THESE RESOURCES:

- CHECK THE MOVEMENT-WIDE COMMITMENTS ON COMMUNITY ENGAGEMENT AND ACCOUNTABILITY
- LOTS OF TOOLS AND PRACTICAL ADVICE IN A GUIDE TO COMMUNITY ENGAGEMENT AND ACCOUNTABILITY
- LOOKING FOR A CASE STUDY TO LEARN FROM? LESSONS LEARNED BY THE KENYA RED CROSS AND IFRC ON ACCOUNTABILITY TO COMMUNITIES
- CHECK OUR FEEDBACK STARTER KIT





INTERNATIONAL



FEDERATION

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1919-2019

ILLUSTRATIONS
AND CONCEPT BY
THE ENGINE ROOM

