Involving inter-agency RCCE group for perception survey

- Communicating the why, not what: Share the goal and objective
- Ownership: This survey is a collective work
- WHO Indonesia and PMI shared on social media and website
- Announce the data result to RCCE members
Meaningful data for meaningful action

- Identify opportunities to present the data. The result was presented on:
  - Presenting the data on Inter-cluster coordination group (ICCG) meeting
  - Presenting the data to the RCCE working group

- Sharing and advocate the data to the sectors (PMI/IFRC), included the recommendation actions

- Put the highlight of findings in RCCE working group bulletin (Suara Komunitas/Community Voice)
Program Adaptation

Utilizing preferred channels by community to reach wider community

- **National television** to promote the COVID-19 prevention or vital information dissemination (PSA)
- **Radio** talk show as two-way communication channel with various topics
- **Social media** to update key messages and maintain interaction with community
Program Adaptation

• Updating FAQ for staff/volunteers
  In particular, for those who are responding feedback

• Mobilization of Red Cross volunteers and community volunteers.
  Volunteers as a trusted source of information

• Adapting information by community feedbacks/ community needs

  Example: Spraying disinfection requests to PMI

  Information on disinfection household level
What’s next?

• Second round of community perception survey: Targeting community on low level education group as well.

• SMS Blast as a program plan to reach community who are more comfortable on text messages.

• Publish next public service announcement on national TV on information as aid – Adaptation on new habits
THANK YOU

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