OBJECTIVE OF THE WORKSHOP

The overall objective of the two-day workshop is to design a feedback mechanism for the [X] programme(s) of [X] National Society. Through this mechanism, the National Society will collect feedback from [target community] and respond to their feedback. The goal is to increase the National Society’s knowledge of communities’ perceptions of Red Cross and Red Crescent services to enable the National Society to better work with communities and meet operational objectives.

Specific objectives include:

* Develop understanding of what information the programme team would like to know from the target community
* Develop understanding of what incentives and barriers the programme team considers to enable/hinder responsiveness to feedback from community members
* Design and test the questions that will be asked of community members at regular intervals
* Identify what are appropriate, feasible and cost-effective data collection methods for collecting community feedback
* Agree on data collection location(s)
* Brief National Society volunteers on the data collection process
* Discuss methods for dialogue with the community to validate and further discuss the feedback and how the feedback will be further addressed.

SUGGESTED AGENDA

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| Day 1 |
| **10:00** | **Introduction*** Opening
* How is this initiative relevant to the respective teams?
* How does it support the strategy of the team/regional or local branch(es)?

**Goal:** Get people’s attention and motivate them; develop a shared understanding of the benefits of feedback mechanisms for the Red Cross and Red Crescent. |
| **10:15** | **Objectives of the workshop** * Objectives of the workshop
* Agenda

**Goal:** Make sure participants are clear about the expected outcomes of the workshop and how the different sessions will contribute to it; encourage active participation. |
| **10:30** | **What is community feedback and how does it help us*** Key principles of community feedback mechanisms
* The feedback cycle
* Key themes for question design
* Questions and answers.

**Goal:** Develop a shared understanding of the methodology, the purpose of each step in the feedback cycle and the themes that will guide the questionnaire design; clarify that the workshop is the first step in the design stage of the feedback cycle. If there are no questions, ask what is new in this methodology compared to what the teams are already doing.  |
| **11:00** | **What is Community Engagement and Accountability (CEA)*** Overview of the community engagement and accountability approach and how systematic feedback mechanisms fit into it

**Goal:** Explain how this initiative fits into IFRC’s broader strategy to enhance community engagement and accountability. |
| **11:30** | **Mapping of services and groups of the target population (group exercise)*** Who receives Red Cross and Red Crescent services? Who are the key groups of the target population (e.g. migrants in temporary camps waiting for transfer, asylum seekers and refugees receiving support for integration, recipients of cash assistance, host communities if relevant)
* How many people receive services? Numbers per key groups
* What services do they receive? Key services (e.g. first aid, non-food items, cultural mediation, counselling, vocational trainings, language lessons, among others).
* Where do they receive the services? Points of contact between the Red Cross and Red Crescent and the target population (e.g. reception centre, Red Cross and Red Crescent offices, among others).
* How often/for how long do they receive services – frequency/length of support?

**Goal:** Identify who we should seek feedback from, about what services, where is the best place to conduct the interviews, when/how often and from how many people? |
| **12:00** | **Lunch break** |
| **13:00** | **Mapping of information needs (group exercise)*** What kind of feedback/information do you already collect or receive from the target community that informs your programming?
* What do you use the feedback/information for? How do they feed into decision-making processes?
* What information/feedback do you lack/would like to have from the target community to guide your programming?

**Instructions:** Use a white-board or a flip chart. Ask workshop participants to write down three information needs they have (issues on which they would like to have regular feedback from the target community to inform programme implementation and then post the information needs. The facilitator then groups the information needs in clusters/groups and asks participants if any of the information needs are/can be easily answered by data from other sources? For example, if participants say that they would like to know if people get response to the complaints they submit through a hotline, this information should be available through the hotline records; what might not be available there is whether people trust that their complaints are taken seriously. The facilitator, together with the group, identifies information needs that are best answered by asking community members themselves.**Goal:** Identify key information needs that should be covered by the survey. |
| **14:00** | **Questionnaire design** * Key information needs versus survey questions suggested in the guide
* Drafting of survey questions

**Instructions:** Facilitator groups key information needs then asks participants to check if any of the questions suggested in the guide cover these needs. Take the questions that are relevant to the information needs and any other questions that participants find would be useful to include in the survey. For the information needs that do not have corresponding questions in the guide, ask participants to propose survey questions. Once you have an initial draft, review whether there is any duplication in what the questions are asking and make sure that you do not end up with too many questions; try to keep it short.**Goal:** Prepare an initial draft of the questionnaire for testing on day 2. |
| **15:30** | **Planning pilot testing*** Purpose of question testing – to check whether questions are easy to understand and to refine them, not to collect data.
* Note-taking during pilot testing – make sure to note what questions the respondents struggled to understand and how you rephrased it to make these clear).

**Instructions:** Use Annex 2 of this guide to summarize key considerations for the question testing process.**Goal:** Prepare participants for the pilot testing exercise on day 2. |
| **15:45**  | **Coffee break** |
| **16:00** | **Brainstorm about dialogue and closing the loop*** With whom
* When
* Where
* How

**Instructions:** Ask participants to identify opportunities to talk about the survey findings internally (e.g. regular team meetings, management meetings). Externally, this should be done with community members (e.g. informal talks, focus group discussions or using existing instances such as briefings, trainings, individual case follow-up). Discuss the best ways to communicate any changes to programming (what action will the team take in response to the feedback) back to community members.**Goal:** Develop a shared understanding about the participatory analysis process (internal and external) and identify opportunities and existing ways for sharing and discussing survey findings with community members. |

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| Day 2 |
| **09:00** | **Recap and any final amendments to draft survey questions before testing****Instructions**: Summarize what has been achieved the day before and allow for reflections. Ask participants how they feel about the questionnaire. Are they covering important themes? Are they likely to bring actionable data for the team?**Goal:** Allow participants to share any reflections about day 1 or any suggestions they still have regarding the draft survey questions. |
| **09:30** | **Demographic questions, Likert scale and introductory script****Instructions:** Use relevant parts of the guide.**Goal:** Incorporate demographic questions, response options for the five points of the Likert scale and introduction of the survey.  |
| **10:00** | **Discussion about data collection and analysis*** Contacting migrants – best place and time to collect data
* Data collection methodology (face-to-face with or without smartphones or tablets, SMS survey) and processing (sampling strategy, sample size, demographic groups)
* Frequency
* Entry, consolidation and analysis – best software tools to use
* Reports (format and process)
* Roles and responsibilities

**Goal:** Design the data collection and analysis; make sure everyone knows their role. |
| **11:00** | **Optional: Briefing for data collectors (in case they did not take part in the rest of the workshop)*** Introduction – purpose of this project, what we have done during the past day and a half.
* The questionnaire – introduction, demographic questions, survey questions, Likert scale, open-ended questions, skip logic.
* General instructions for interviewing and role play
* Selection of respondents (sampling)

**Goal:** Make sure that the future data collectors understand their roles and responsibilities. |
| **12:00** | **Lunch break** |
| **13:00** | **Question testing** **Instructions:** Establish teams of two (one interviewer and one observer) to carry out test interviews in different languages. After each interview, the team should take a couple of minutes to discuss what went well and what needs adjustment. **Goal:** Establish whether the questions are easy to understand and if any changes are needed to get initial experience in conducting interviews.Plan as much time as necessary to conduct 10 to 15 interviews. |
| **15:00** | **Follow-up of question-testing*** Feedback from question-testing exercise
* Refining survey questions

**Goal:** Allow participants to share their experience and discuss any difficulties faced during the interview; identify any shortcomings in the survey questions and make necessary adjustments.  |
| **15:30** | **Outlook*** How can the team share experiences with other teams in the National Society (or among National Societies) about systematic feedback collection?
* What meetings or retreats provide an opportunity to share experience and joint learning?

**Goal:** Identify opportunities to share experience. |
| **16:00** | **Wrap-up and next steps** * Timeline for data collection and analysis
* Timeline for participatory analysis and action
* Division of labour and deliverables
* Conclusions
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