Philippines 2022 - Mother and son Valeriana and Joselito Baes, cash grant recipients of Philippine Red Cross and International Federation of Red Cross and Red Crescent, pose for a photograph at their house. © Lisa David/IFRC
Without being in regular contact with communities to hear about their perspectives, we are not able to build a trusted relationship and implement effective programmes. Community feedback mechanisms help us hear from communities and act on what we are hearing in a systematic and efficient way. Over the past years, the International Federation or Red Cross and Red Crescent Societies and its member National Societies have gained considerable experience in collecting community feedback. New methods were introduced, approaches refined and templates revised. This includes approaches to documenting feedback received during informal conversations, structured, proactive feedback collection through perception surveys, as well as feedback received through reactive feedback channels such as call centers. This toolkit aims to assemble all available resources and directs the user to those most relevant to a specific situation.

This kit is based on the 6 stages of the feedback cycle:

**Figure: Stages of a feedback mechanism**
The five modules of the kit help you with all stages of the feedback cycle, but focus on different areas:

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>1. Community Feedback - Why Bother?</strong></td>
<td>This short module explains what community feedback is, how it helps us do a better job, and what a systematic and effective feedback mechanism looks like.</td>
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<td><strong>2. Feedback Essentials</strong></td>
<td>This module provides the most important tips for setting up and running a simple feedback mechanism. It is organised around the steps of any feedback cycle and provides tools that help you plan the mechanism and collect, answer, analyse and share community feedback data.</td>
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<tr>
<td><strong>3. How to Listen and Respond to Open Community Feedback</strong></td>
<td>This module describes how to systematically document, analyse and use any kind of open, unstructured feedback shared by community members. It follows the same general structure as the feedback essentials and connects readers with tools they can use to put the guidance into action.</td>
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<tr>
<td><strong>4. How to Use Perception Surveys in a Feedback Mechanism</strong></td>
<td>This module provides guidance and tips for conducting perception surveys as part of a feedback mechanism. It follows the same general structure as the feedback essentials module and connects readers with tools they can use to put the guidance into practice.</td>
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<td><strong>5. How to handle sensitive feedback</strong></td>
<td>This module provides guidance for handling sensitive feedback data in a way that ensures the information will be kept safe and will be shared with those who have the necessary training and dedicated responsibility to act on the information.</td>
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This graphic illustrates the WHY we need community data, for WHAT purposes, and HOW to choose the best tool or method centered around the stages of the humanitarian programme cycle. All tools are explained in more detail in one or more available toolkits.

**COMMUNITY DATA CYCLE**

1. **WHAT WE NEED TO UNDERSTAND**
   - To strengthen community systems
   - All tools to gather, analyse and respond to open and unstructured feedback
   - Focus group discussion (FGD)
   - Data/ evidence synthesis
   - Community mapping
   - Social network mapping

2. **WHAT WE NEED TO UNDERSTAND**
   - To understand the context and local priorities
   - Data/ evidence synthesis
   - Community resource and risk mapping
   - Mixed method studies
   - Observations
   - Focus group discussion (FGD)
   - Key informant interviews

3. **WHAT WE NEED TO UNDERSTAND**
   - To support participation and community-led action
   - All tools to gather, analyse and respond to open and unstructured feedback
   - Community needs and priorities
   - Community beliefs, perceptions, feedback, knowledge, attitudes and behaviours
   - Communication and information needs
   - Stakeholders
   - Data/ evidence synthesis
   - Mixed method studies

4. **WHAT WE NEED TO UNDERSTAND**
   - To make operational and strategic decisions and monitor the course of actions
   - All tools to gather, analyse and respond to open and unstructured feedback
   - Community perception and satisfaction
   - Levels of community engagement and satisfaction
   - Key informant interviews
   - Rapid qualitative research
   - Data/ evidence synthesis
   - Synthesis of secondary data and evidence

5. **WHAT WE NEED TO UNDERSTAND**
   - To evaluate the impact of the implemented actions
   - All tools to gather, analyse and respond to open and unstructured feedback
   - Key informant interviews
   - Perceptions, feedback, knowledge, attitudes and behaviours
   - Community needs and priorities
   - Data/ evidence synthesis
   - Observations

Covered in the Feedback Kit
Covered in Feedback Kit and Toolbox and Social Science Toolbox
Covered in the Social Science Toolbox
Contacts:

For feedback, questions and suggestions, please contact us at cea.geneva@ifrc.org

For a complete list of resources provided in this kit and a glossary of terms see here. For additional resources, including case studies, check the Community Engagement Hub at: www.communityengagementhub.org