IFRC FEEDBACK KIT

OVERVIEW

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Philippines 2022 - Mother-and-son Valeriana and Joselito Baes, cash grant recipients of Phillippine Red Cross and International Federation of Red Cross and Red Crescent, pose for a photograph at their house.
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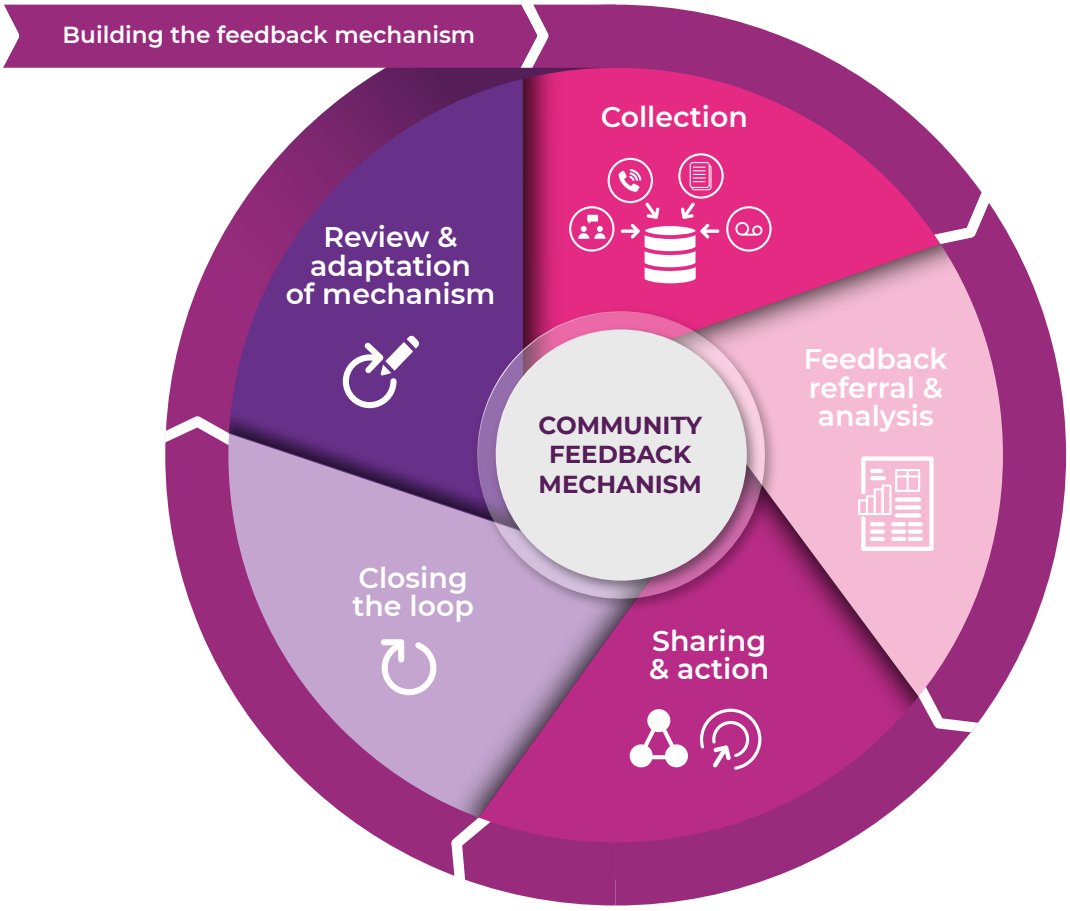
OVERVIEW

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:

1. Community Feedback - Why Bother? access here	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.
2. Feedback Essentials access here	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.
3. How to Listen and Respond to Open Community Feedback access here	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.
4. How to Use Perception Surveys in a Feedback Mechanism access here	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.
5. How to handle sensitive feedback access here	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.

COMMUNITY DATA CYCLE

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.

1 PREPAREDNESS

WHY we need community data

To strengthen community systems

WHAT we need to understand

1. Community demographics, structures and power dynamics
2. Belief systems, socio-cultural norms and traditions
3. Preferred and most common communication channels
4. Vulnerability and community capacities
5. Community trust

HOW we collect community data

- All tools to gather, analyse and respond to open and unstructured feedback
- Key informant interviews
- Focus group discussion (FGD)
- Data/ evidence synthesis
- Context analysis
- In-depth qualitative/ anthropological studies
- Social network mapping
- Synthesis of secondary data and evidence

2 ASSESSMENT & CONTEXT ANALYSIS

WHY we need community data

To understand the context and local priorities

WHAT we need to understand

1. Community needs and priorities
2. Belief systems, socio-cultural norms and traditions related to the hazard/ programme
3. Community relations and communication
4. Vulnerability and community capacities
5. People perceptions of response and services

HOW we collect community data

- Data/ evidence synthesis
- Context analysis
- Mixed method studies
- Synthesis of secondary data and evidence
- Observations
- Vulnerability and capacity assessment
- Focus group discussion (FGD)
- All tools to gather, analyse and respond to open and unstructured feedback
- Gender & diversity analysis
- Perception surveys

3 PLANNING & DESIGN

WHY we need community data

To support participation and community-led action

WHAT we need to understand

1. Community needs and priorities
2. Community beliefs, perceptions, feedback, knowledge, attitudes and behaviours
3. Communication and information needs
4. Stakeholders mapping

HOW we collect community data

- All tools to gather, analyse and respond to open and unstructured feedback
- Community resource and risk mapping
- Mixed method studies
- Focus group discussion (FGD)
- Data/ evidence synthesis

4 IMPLEMENTATION & MONITORING

WHY we need community data

To make operational and strategic decisions and monitor the course of actions

WHAT we need to understand

1. Community needs and priorities
2. Community beliefs, perceptions, feedback, knowledge, attitudes and behaviours
3. Levels of community engagement and satisfaction

HOW we collect community data

- All tools to gather, analyse and respond to open and unstructured feedback
- Perception surveys
- Key informant interviews
- Rapid qualitative research
- Socio-behavioral trends analysis
- Data/ evidence synthesis
- Observations
- Satisfaction surveys
- Synthesis of secondary data and evidence

5 EVALUATION & LEARNING

WHY we need community data

To evaluate the impact of the implemented actions

WHAT we need to understand

1. Community perception and satisfaction with response/programme/ services
2. Impact of community engagement efforts
3. Levels of community engagement and satisfaction

HOW we collect community data

- All tools to gather, analyse and respond to open and unstructured feedback
- Perception surveys
- Synthesis of secondary data and evidence
- Observations
- Focus group discussion (FGD)
- Key informant interviews
- Mixed method studies

Covered in the Feedback Kit

Covered in Feedback Kit and Toolbox and Social Science Toolbox

Covered in the Social Science Toolbox

Bangaldesh 2022 - Community volunteers of Bangladesh Red Crescent helping to keep Bhashan Char island clean and liveable. They provide critical support to people who have relocated to the island from Cox's Bazar camps, after being displaced from Myanmar a few years back.
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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