Community Engagement & Accountability (CEA)

Refresher/Intro Webinar

16th August 2022

Introductions!

Setting the scene

Do you have an example of when something went wrong because there was not enough engagement with the community/public?

It could be anything from your work movement/outside movement/personal life.

Do you recall any event where you provided feedback but you were not heard?

What is CEA?

What is CEA?

CEA video HERE

HELP US TO BE

COMMUNITY ENGAGEMENT APPROACHES

- Community participation
- Open, honest communication
- Feedback and complaints
- Community understanding

ACCOUNTABLE TO THE PEOPLE WE SERVE

- Relevant, timely support
- Community-driven programmes
- People treated with dignity and respect
- We do no harm

5

Different name – same aims

Community engagement and accountability (CEA)

Accountability to Affected People/Populations (AAP)

Communication with communities (CWC)

Using meaningful community participation, open and honest communication, mechanisms to listen to and act on feedback to improve accountability to the people we serve

Risk communication and community engagement (RCCE)

Communication for development (C4D)

As above, with a focus on using communication and participatory approaches to encourage positive and healthy behaviours in health programmes or epidemics

What is the difference between community engagement and communications?

Information FOR communities = CEA

Information ABOUT communities = public communication

Information ABOUT the Red Cross = promotional, visibility

What community engagement and accountability is **not...**

Something new

We've always engaged with communities, but we don't always do it as well as we should

A separate programme or activity

It's a way of working that should be part of all programmes and operations

One person's job

We all have a responsibility to ensure we engage communities well in our work

An extra burden or box to be ticked

It's critical to the quality and impact of what we do

CEA in Practice
– Letting the community lead in Indonesia

Community-based Action Teams (CBATs) lead COVID-19 response

- Indonesian Red Cross provided community groups with cash grants to implement their own COVID-19 activities

- CBATs trained on COVID-19 and community engagement and decided how to use funding to meet the most important needs in their community i.e., handwashing points, masks, contact tracing etc.

Further CEA activities on COVID-19 response

- Perception Survey to understand, vaccine concerns
- Radio live show addressing vaccine concerns
- Online campaign in social media on various vaccine themes
- SMS blast to those above 60 years old
- Training of volunteers and staff in field to address vaccine concerns
- IEC along with engagement

CEA in COVID-19 vaccination – Leaving no one behind in the Maldives

- MRC supported Government's COVID-19 vaccination campaign by mobilising its volunteers to provide support in registration and access for the elderly(including bed ridden) as well as migrants.

- Migrant support helpline 1458 was established and operated by MRC Male' City Office.

- The MRC toll free number 1425 was also utilized for this purpose to a lesser extent.

- Community concerns over vaccine hesitancy were heard from these numbers, addressing that vaccine information sessions were conducted

CEA in Action – using social media in Bangladesh

- Bangladesh Red Crescent used Facebook to share trusted information about COVID-19 vaccines with it's 87,000+ followers

- Posts included images, live sessions with experts, animations and videos to answer vaccine questions and encourage uptake

- BDRCS also used their national hotline to answer questions about vaccines and any other concerns

CEA in Action: Communication

Transparency prevents corruption in Malawi

- Malawi Red Cross trained volunteers to communicate clearly what aid items people would receive and how to complain to stop corruption by community leaders

- They used house visits, community meetings, telephone hotline, helpdesks and suggestion boxes

Using social media to communicate about vaccines in Bangladesh

- Bangladesh Red Crescent used Facebook to share trusted information about COVID-19 vaccines with it's 87,000+ followers

- Posts included images, live sessions with experts, animations and videos to answer vaccine questions and encourage uptake

CEA in action: Participation

Community advisory committees in Turkey

- Turkish Red Crescent establishes Advisory Committees to oversee their community centres

- Members include the local community, migrants, TRCS staff, local authorities and other vulnerable groups

- Meet monthly to discuss needs and how to improve services at the community centres

Community-based Action Teams (CBATs) lead COVID-19 response in Indonesia

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CEA in action:
Feedback mechanisms

Hotline to manage cash feedback in Lebanon

- Lebanese Red Cross (LRC) set up a feedback hotline to answer questions about a cash programme

- Two operators with mobile phones in the disaster management team responded to queries about eligibility, lost cash cards, challenges with pins

- Hotline was expanded by PMER team to cover more LRC programmes and responses

WhatsApp in Peru to respond to COVID-19 feedback

- Peru Red Cross used a WhatsApp business line to answer Venezuelan migrant questions about the pandemic and respond to requests for help

- Operators equipped with FAQ and key messages to answer questions and respond to misinformation

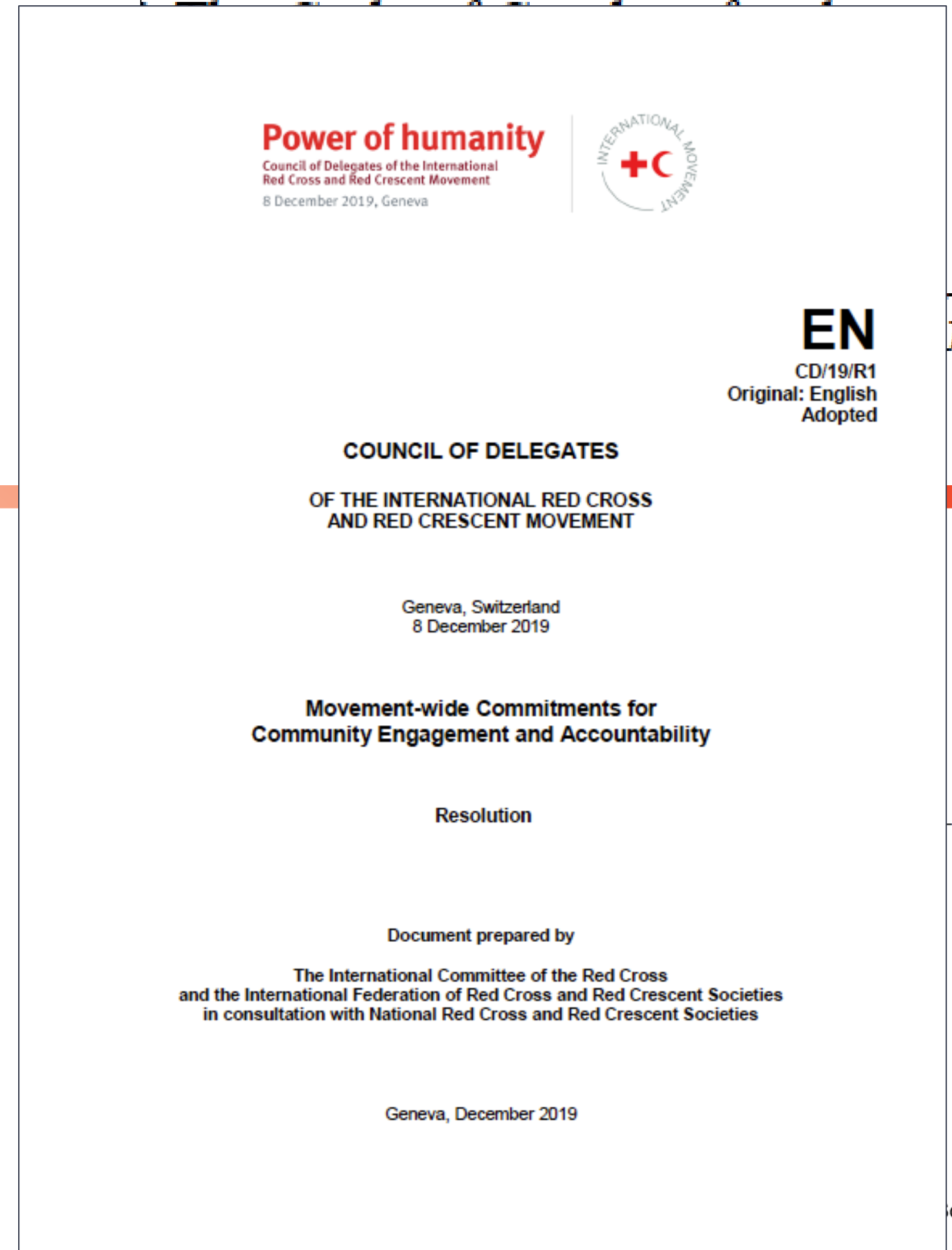# Why is CEA important?

Why do we need to engage communities?
Discuss...

1. To understand the community context and needs

2. For better, more effective programmes and operations

3. To build trust, access and acceptance with communities

4. To strengthen community ownership and resilience and support community-led solutions

5. To uphold our own commitments

What are our commitments?

- **Movement Code of Conduct in Disaster Relief**

- **Principles and Rules for Red Cross Red Crescent Humanitarian Assistance**

- **Movement-wide Commitments for Community Engagement and Accountability**

  - Adopted at the 2019 Council of Delegates

  - Seven overarching, strategic commitments to be more accountable to those we serve

  - All members of the Movement – every National Society, ICRC Delegation and IFRC office – is responsible for upholding these commitments

  - Applicable to all staff and volunteers

Power of humanity
Council of Delegates of the International
Red Cross and Red Crescent Movement
8 December 2019, Geneva

EN
CD/19/R1
Original: English
Adopted

COUNCIL OF DELEGATES

OF THE INTERNATIONAL RED CROSS
AND RED CRESCENT MOVEMENT

Geneva, Switzerland
8 December 2019

**Movement-wide Commitments for
Community Engagement and Accountability**

Resolution

Document prepared by

The International Committee of the Red Cross
and the International Federation of Red Cross and Red Crescent Societies
in consultation with National Red Cross and Red Crescent Societies

Geneva, December 2019

The Movement-wide Commitments for CEA

Commitment 1: Integrate community engagement and accountability

Commitment 2: Understand the context

Commitment 3: Greater participation

Commitment 4: Listen to, respond, and act on feedback

Commitment 5: Greater transparency

Commitment 6: Strengthen knowledge, skills and competencies in community engagement and accountability

Commitment 7: Coordinate our approaches to community engagement and accountability internally and externally

What's happening outside the Movement?

- The Core Humanitarian Standard

- IASC Commitments on Accountability to Affected People

- Grand Bargain

- OCHA's four non-negotiables

How well are we doing CEA?

Some room for improvement...

Does the aid you receive meet your priority needs?

26%	25%	24%	19%
Not at all	Not very much	Somewhat	Mostly yes
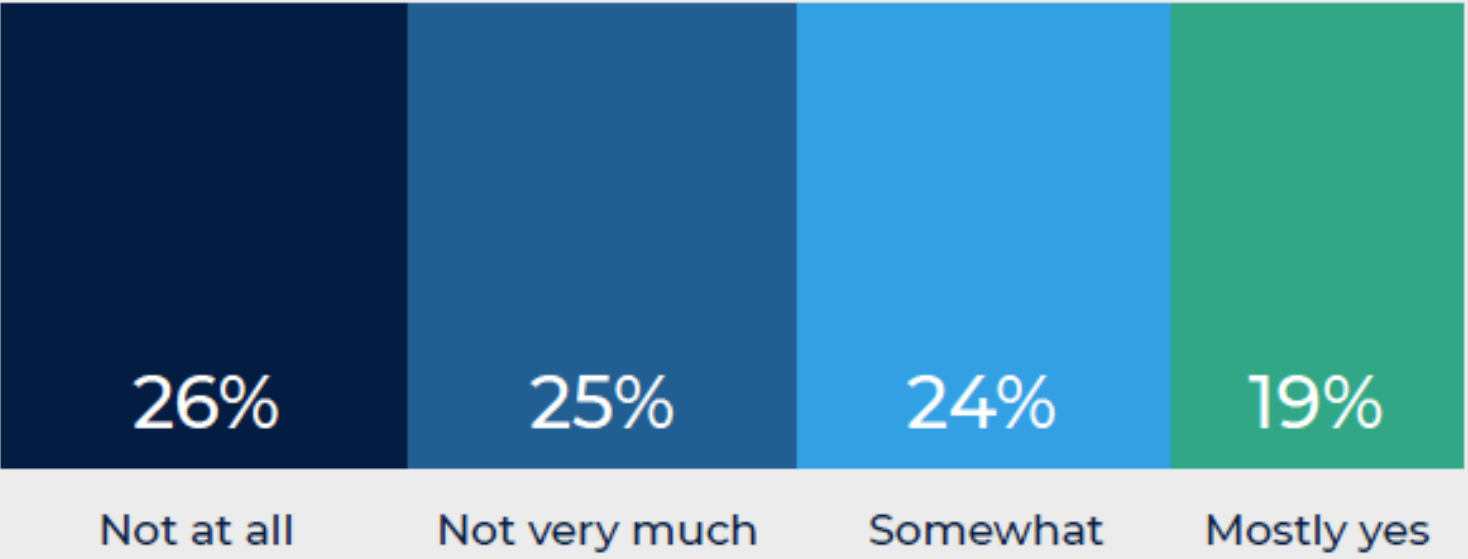
Do aid organizations communicate well about their plans and activities?

39% Yes

Feedback mechanisms are not as effective as we think

Do you think if affected people make a complaint to your organisation, they will get a response?

Aid responders
93% Yes

Have you received a response to a suggestion or complaint?

Affected people
42% Yes

Public

Why is there a gap between commitments and practice?

Do any of these sound familiar?

We can't change the programme now; the proposal is already with the donor...it's too late to make changes.

We know what people need in an emergency. We must act quickly to save lives!

But we always engage with the community anyway

We understand communities because we have community-based volunteers

How can we improve community engagement & accountability?

Who is responsible for CEA?

Join at
slido.com
#welovecea

Who is responsible for CEA?

Leadership
- Include CEA in policies and strategy
- Allocate staff time and funding for community engagement

Programme & ops staff
- Add CEA to plans and budgets
- Make decisions and adapt services based on community feedback

Unlike community community feedback mechanisms, perception surveys are carried out using pre-designed questionnaire to check knowledge and perceptions of communities in the topic we desired to.

Support services
- Allow enough flexibility to respond to community needs
- Integrate CEA into HR processes

Branches & volunteers
- Be the link between the NS and the community
- Engage communities in branch activities

IFRC, ICRC & PNS
- Provide support and funding to NS for CEA
- Institutionalize CEA in your own organization

25

Group exercise (20 mins)
The 18 minimum actions for CEA

1. Each group will find 18 sticky notes on their Jamboard with the minimum actions for CEA

2. Decide if the action supports institutionalization of CEA, or CEA in programmes

3. If it supports programmes, decide if it should happen during assessments, planning, implementation and monitoring, or evaluation

4. Stick it on the correct phase of the programme cycle on your Jamboard

14 minimum actions for CEA in programmes

PROGRAMMES

Needs assessment and context analysis

1 Search for existing information about the community

2 Involve the community in planning the assessment

3 Brief or train volunteers on the purpose of the assessment and how to communicate clearly and honestly

4 Take time to understand the context, people's needs and capacities

5 Include questions about how best to engage communities in needs assessments

Planning and design

6 Community members and key stakeholders must be involved in planning the programme, including men, women, boys and girls and marginalized or at-risk groups

7 Cross-check plans with the community and other stakeholders before implementing to make sure they match needs and expectations

8 Include community engagement and accountability activities and indicators in programme plans and budget, outlining how information will be shared, community participation supported, and feedback managed

Implementation and monitoring

9 Regularly share information about the programme with community members, using the best approaches to reach different groups

10 Enable active community participation in managing and guiding the programme, including marginalized and at risk groups

11 Collect, analyse and respond to community feedback, ensuring people know how they can ask questions, make suggestions or raise concerns about the programme

12 Review and adjust programme activities and approaches regularly based on community feedback and monitoring data

Evaluation and learning

13 Involve communities in planning the evaluation and discussing the findings

14 Ask community members if they are satisfied with the programme, how it was delivered and what could be improved

28

Minimum actions to institutionalise CEA
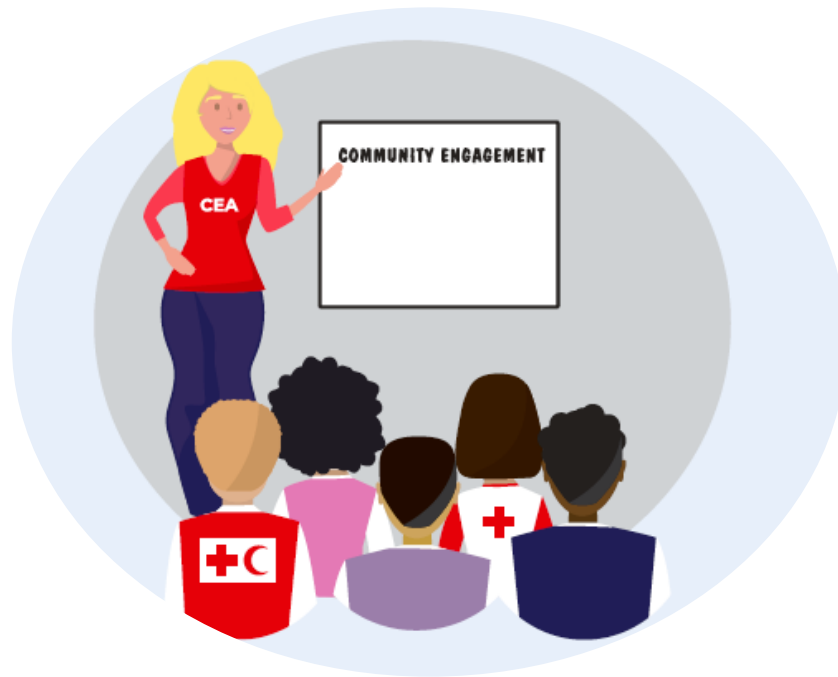
1 Strengthen CEA understanding and capacity at all levels
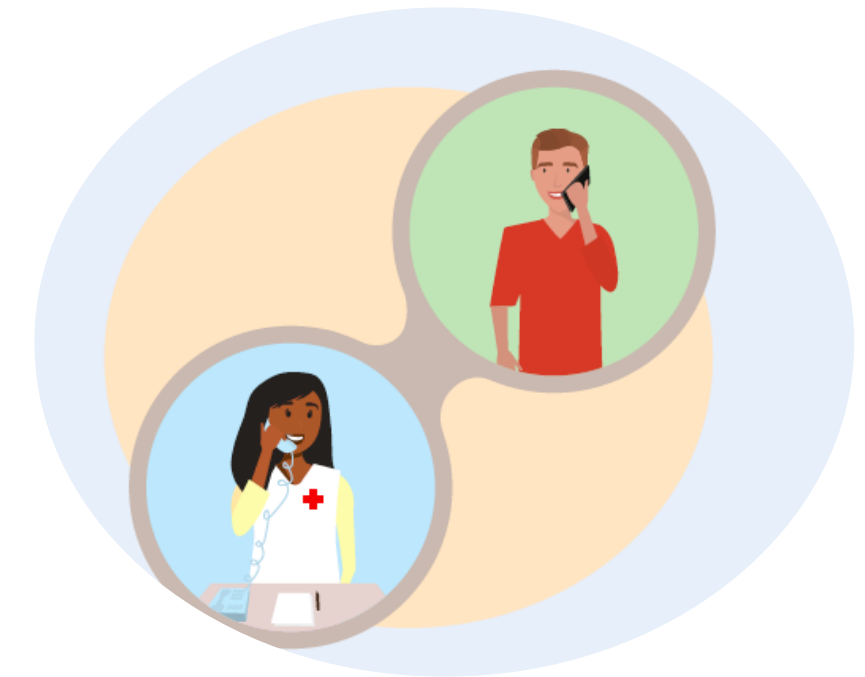
Tool: CEA self assessment

2 Allocate resources, including funding and staff, to strengthen and institutionalize CEA
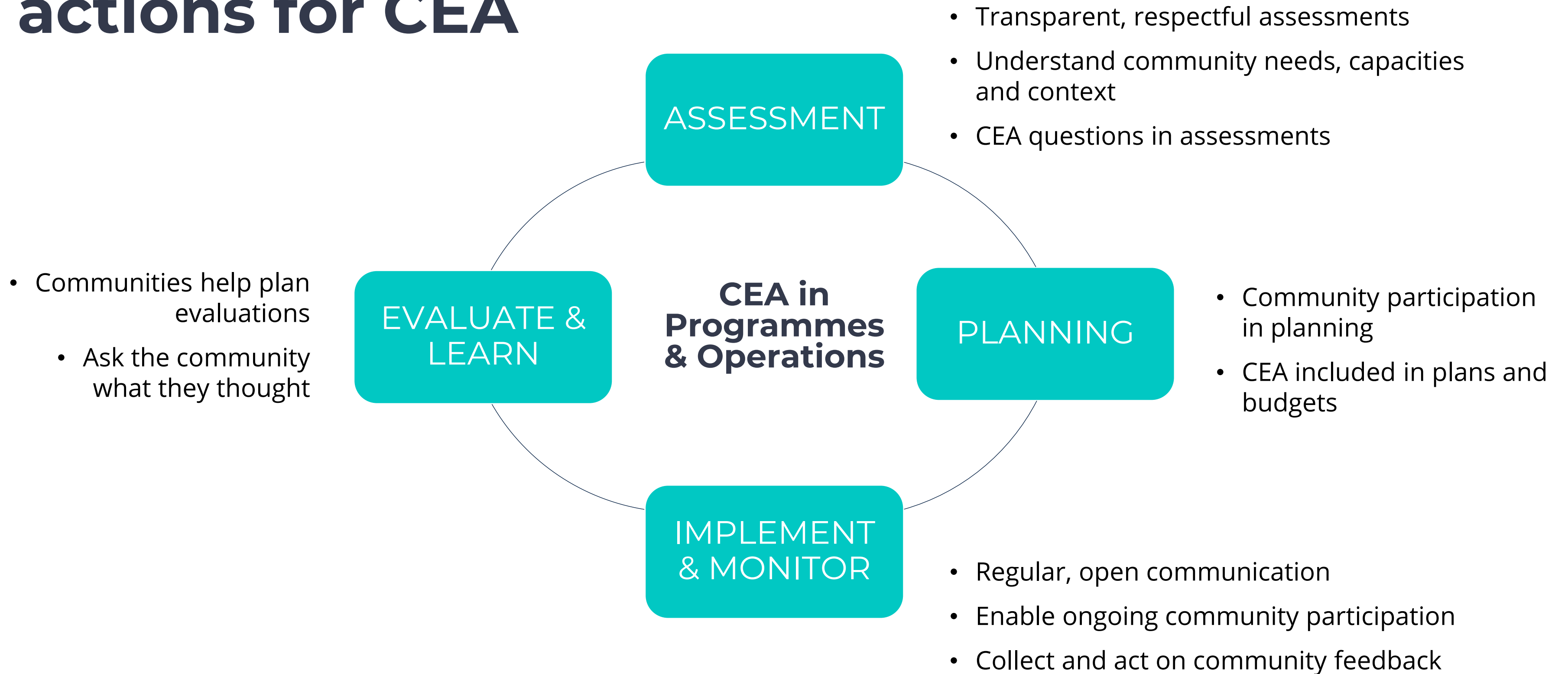
3 Integrate CEA into strategies, values, plans, policies and tools so it becomes a standard way of working
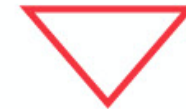
4 Establish a community feedback mechanism, with processes for managing sensitive complaints

The minimum actions for CEA

ASSESSMENT

- Transparent, respectful assessments
- Understand community needs, capacities and context
- CEA questions in assessments

PLANNING

- Community participation in planning
- CEA included in plans and budgets

IMPLEMENT & MONITOR

- Regular, open communication
- Enable ongoing community participation
- Collect and act on community feedback

EVALUATE & LEARN

- Communities help plan evaluations
- Ask the community what they thought

CEA in Programmes & Operations

And in an emergency
Focus on these 10...

EMERGENCIES

These are the most important minimum actions to focus on in emergency operations:

1. Community engagement is integrated across the response
2. Understand needs, capacities, and context
3. Carry out the assessment with transparency and respect for the community
4. Discuss response plans with communities and key stakeholders
5. Discuss and agree selection criteria and distribution processes with communities

6. Include community engagement activities and indicators in response plans and budgets
7. Regularly share information about the response with the community
8. Support community participation in making decisions about the response
9. Listen to community feedback and use it to guide the response
10. Include the community in the evaluation

How to engage communities

How to integrate CEA in operations

Use community feedback mechanisms:

- to understand what DRR, Health, climate, livelihood, and other relevant issues communities identify
- what information/knowledge gaps there are
- how to address challenges with community solutions

How to integrate CEA in operations

- In partnership with telecommunication companies develop, **pilot** and share risk messages to specific people, **based on their questions**

- Develop chatbot or messenger hotline to answer community questions and share warnings

How to integrate CEA in operations

Organise...

- community drop-in sessions
- radio call in shows
- Facebook live sessions
- Community theatre
- ...

to **share actionable information** in all relevant languages **and gather feedback**

Discuss, what is wrong with this approach?

Ask first…………..

What to share

✓**Share programme information**

✓ aims

✓ timeline

✓Coverage/locations

✓**Share selection criteria**

✓ who is getting services when and why

✓**Give different opportunities to participate**

✓how to ask questions or make a complaint (feedback!)

✓**Update regularly** as changes or delays occur

✓**NS staff roles** and contact details

How do you like to receive news?

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How do you like to receive news?
Slido poll

❖ How do your grandparents receive information? Where they look for information? How do you receive information? Where do you look for information?

❖ What are the most common communication channels used in your area? Why do you think people use them?

❖ Are different channels used to reach women, children or people in your community with disabilities?

40

What is community feedback?

Feedback – it can be anything!

- can include any type of information, such as **questions, suggestions, concerns, mis or disinformation or statements of thanks.**

- Positive, negative, neutral, or a mix

- It can be received in all kinds of ways
  - through an <u>informal chat</u> with a volunteer
  - via a <u>formal mechanism</u>, like a phone call to a call centre

Types of feedback

Questions – what communities needs to know and help us identify information gaps

Suggestions or requests – ideas from the community about what needs to be done about specific issues, or what we could do better or differently

Observations, beliefs and perceptions – what the community understands and thinks about a situation, this includes misinformation

Encouragement & praise – what communities appreciate, and think should be continued, telling us if we are moving in the right direction

Concerns or incidents – reports about problems people have experienced with our services, or complaints about staff or volunteers breaching the Code of Conduct, or concerns related to other stakeholders

Community feedback cycle

Feedback is a two-way street:

- Community members share their feedback on what's going well and what isn't

- People in a position to act on this feedback listen

- Together we determine what to do based on the feedback

- Answers/actions taken need to be shared back to community members

COMMUNITY MEMBER WITH FEEDBACK

THOSE WITH POWER TO ACT
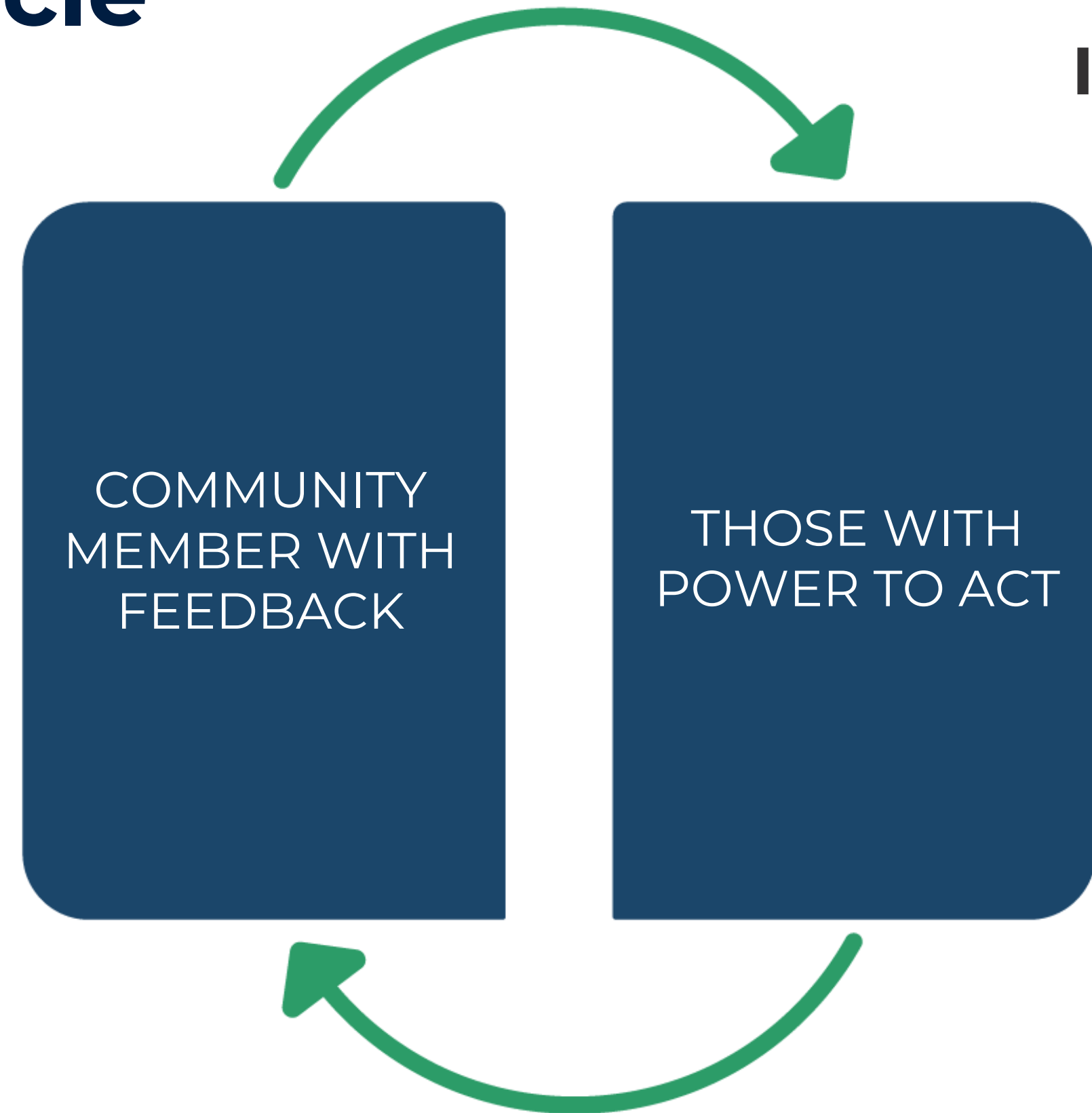
Why community feedback?

Because feedback...

- Is people's right
- Helps us to improve
- Ensures we communicate about the right topics
- Shows problems early (cases of fraud and abuse)
- Makes our work more efficient and long-lasting
- Can protect volunteers

Feedback collection

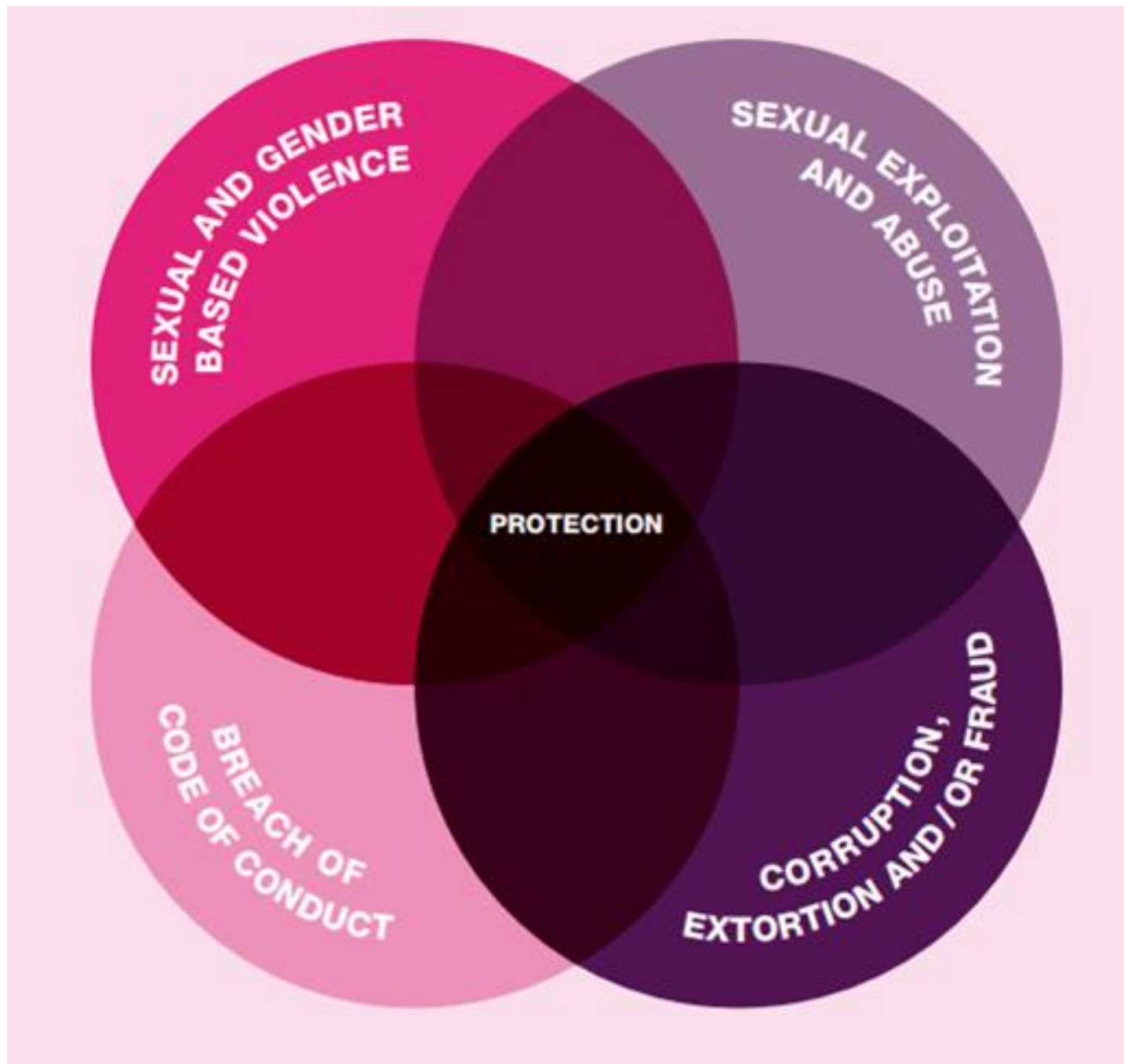# Feedback collection via kobo link (10 min)

In your breakout rooms fill in the feedback form while the facilitator will share their screen to walk you through the kobo form.

Answering the question:
do you have any feedback about the vaccine roll out in your country?

Kobo link here

Sensitive or serious complaints

What to do?

- Train staff and volunteers
- Protect the complainant
- Decide who needs to know
- Keep sensitive complaints separate
- Follow guidelines on how to handle sensitive complaints

Reporting options:

- Code of Conduct and PSEA Focal Point
- Line manager
- HR representative
- …

Feedback management

Options for responding

- Respond immediately if possible

- If not, be clear about when and through which channel you will respond

- How to respond:
  - Directly to the individual – in person or by telephone
  - To the whole community – radio, messenger application
  - Via noticeboards
  - By making changes and telling the community about them
  - …

51

Example of how to respond to feedback of young people online.
Link to video [here](#)

52

Feedback dashboard

Regional Community Feedback Dashboard HERE
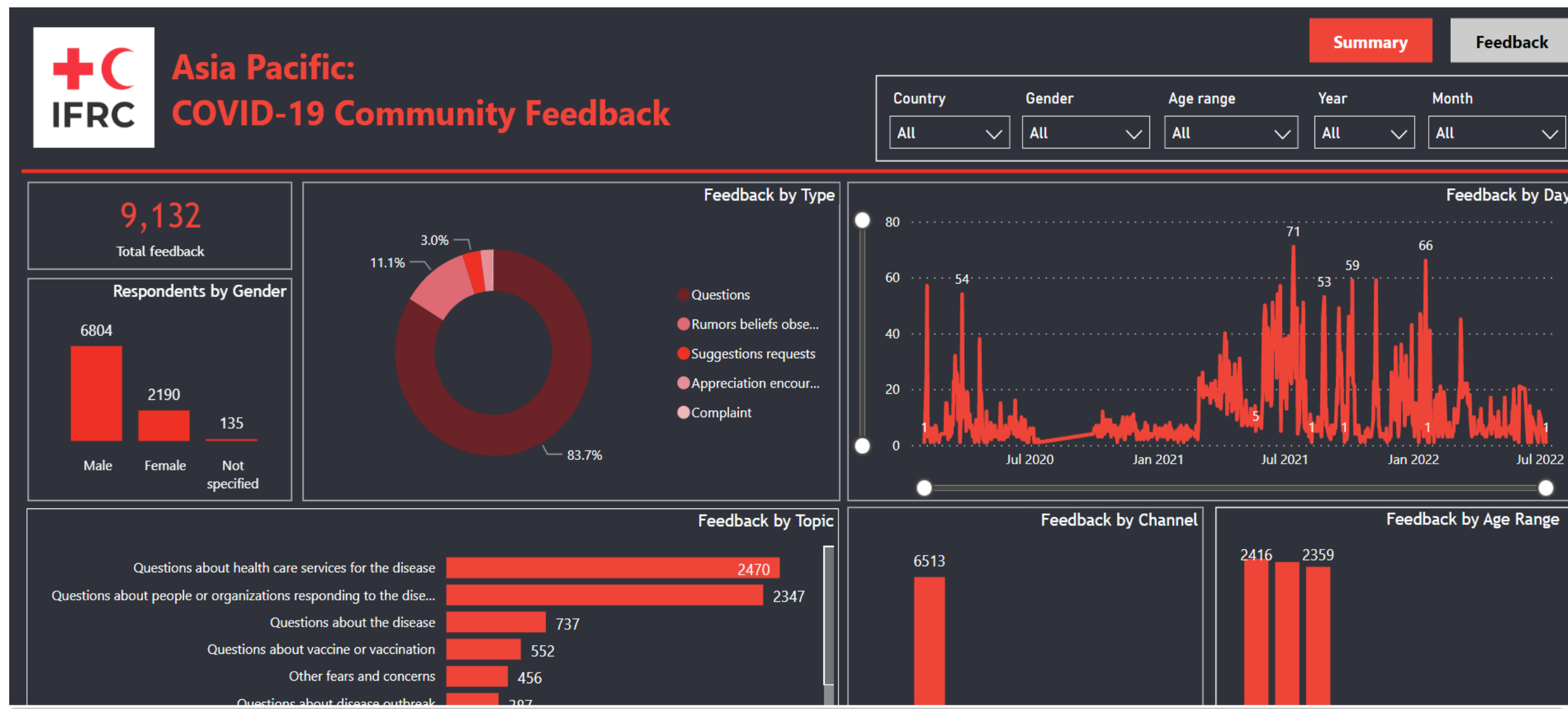
"My mother is 65 years old, we want to vaccinate her at home, what is the process?"

(Woman 30-39, Punjab.)

Community
Perception Surveys

# Why do we need to understand perceptions?

- Understand the relationship between risk perceptions, behaviours, trust and knowledge

- Detect misinformation and issues related to stigma

- Involves communities in response and recovery

How do we understand community perceptions?

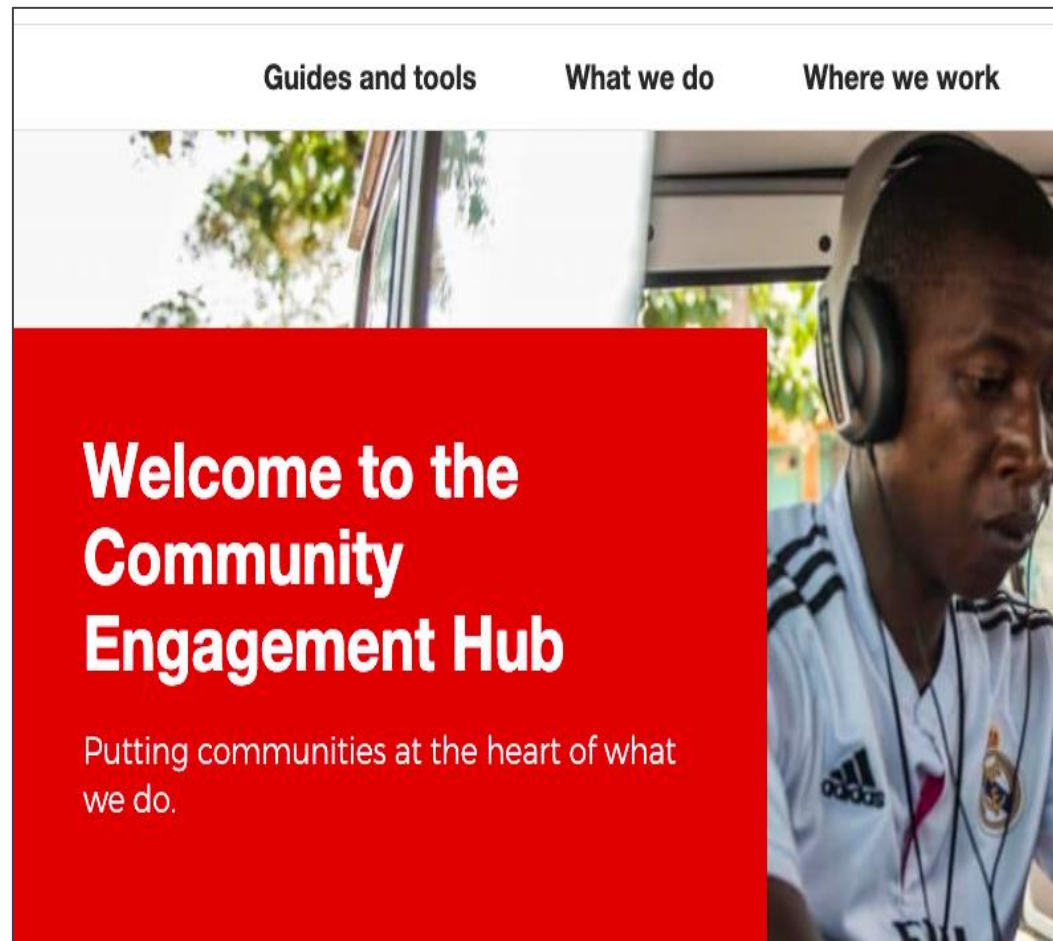Community perception surveys usually cover **five areas.**

- Consent

- Demographics

- Knowledge and practices related to topics we are trying to check perceptions about

- Trust in communications and sources

- Community participation and relationships
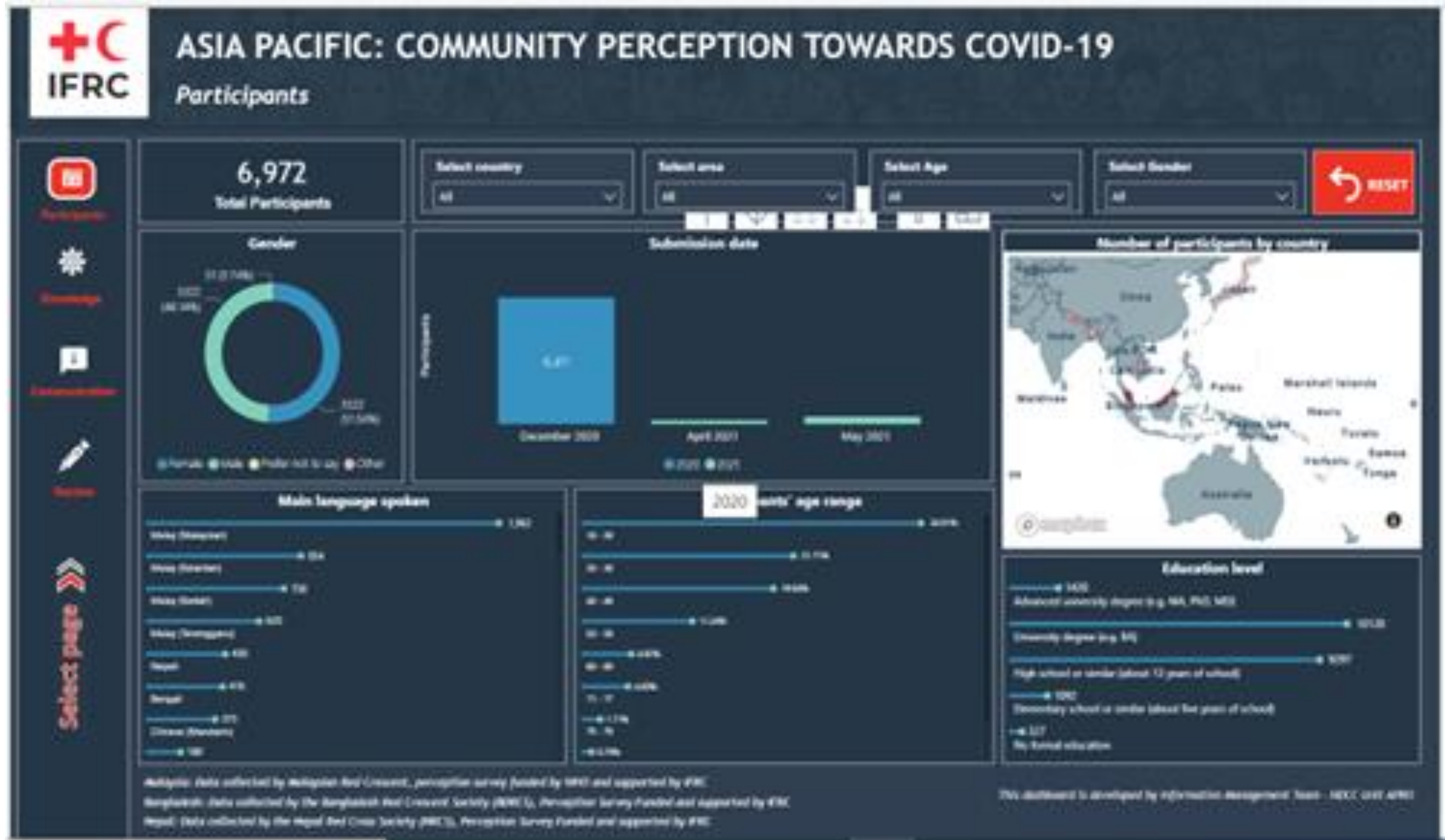
Perception Survey Dashboard HERE

Sources of help and support

Where to get help...

- [CEA hub here](#)

- CEA Guide & toolkit – revised in 2021/22

- Step-by-step guidance to strengthen community engagement, with tools, templates and checklists to help you

- Both on the community engagement hub

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What's in the CEA toolkit?

1 **Tool 1** CEA briefing for leadership

2 **Tool 2** CEA Policy template

3 **Tool 3** CEA self-assessment and planning workshop

4 **Tool 4** Template CEA Strategy

5 **Tool 5** Template CEA workplan

6 **Tool 6** CEA budgeting tool

7 **Tool 7** CEA M&E tool

8 **Tool 8** CEA job descriptions

9 **Tool 9** CEA briefing for new staff and volunteers

10 **Tool 10** Code of Conduct Briefing

11 **Tool 11** CEA checklist for plans

12 **Tool 12** CEA case study template

13 **Tool 13:** CEA in Assessments tool

14 **Tool 14:** Q&A sheet for volunteers

15 **Tool 15:** Feedback kit

16 **Tool 16:** FGD guide

17 **Tool 17:** Community meetings tool

18 **Tool 18:** Participatory approaches to selection criteria

19 **Tool 19:** Communication methods matrix

21 **Tool 21:** Behaviour change and RCCE Resources

20 **Tool 20:** Exit Strategy guidance

22 **Tool 22:** Developing a CEA emergency plan

23 **Tool 23:** SOP for CEA in IFRC emergency operations

24 **Tool 24:** CEA checklist for sectors and roles

25 **Tool 25:** CEA in emergencies briefing

Final quiz! We warned you ;)

Questions?
Suggestions?
Complaints?
Compliments?
Concerns?
Anything else?

Thank you!

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#webinarfeedback