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
Different name – same aims

Community engagement and accountability (CEA)

Accountability to Affected People/Populations (AAP)

Communication with communities (CWC)

Risk communication and community engagement (RCCE)

Communication for development (C4D)

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

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 its 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

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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

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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
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?**

- Not at all: 26%
- Not very much: 25%
- Somewhat: 24%
- Mostly yes: 19%

**Do aid organizations communicate well about their plans and activities?**

- Yes: 39%

Feedback mechanisms are not as effective as we think

- Aid responders: 93% Yes
- Affected people: 42% Yes

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.

But we always engage with the community anyway.

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

We understand communities because we have community-based volunteers.
How can we improve community engagement & accountability?
Who is responsible for CEA?

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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 |
| 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 |

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

<table>
<thead>
<tr>
<th>Needs assessment and context analysis</th>
<th>Planning and design</th>
<th>Implementation and monitoring</th>
<th>Evaluation and learning</th>
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<tbody>
<tr>
<td>1. Search for existing information about the community</td>
<td>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</td>
<td>9. Regularly share information about the programme with community members, using the best approaches to reach different groups</td>
<td>13. Involve communities in planning the evaluation and discussing the findings</td>
</tr>
<tr>
<td>2. Involve the community in planning the assessment</td>
<td>7. Cross-check plans with the community and other stakeholders before implementing to make sure they match needs and expectations</td>
<td>10. Enable active community participation in managing and guiding the programme, including marginalized and at-risk groups</td>
<td>14. Ask community members if they are satisfied with the programme, how it was delivered and what could be improved</td>
</tr>
<tr>
<td>3. Brief or train volunteers on the purpose of the assessment and how to communicate clearly and honestly</td>
<td>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</td>
<td>11. Collect, analyse and respond to community feedback, ensuring people know how they can ask questions, make suggestions or raise concerns about the programme</td>
<td></td>
</tr>
<tr>
<td>4. Take time to understand the context, people’s needs and capacities</td>
<td></td>
<td>12. Review and adjust programme activities and approaches regularly based on community feedback and monitoring data</td>
<td></td>
</tr>
</tbody>
</table>
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

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

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

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

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

CEA in Programmes & Operations

- Evaluate & Learn
- Plan
- Implement & Monitor
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?

Red Cross is coming up with this interesting support programme we will be giving you a goat! Be ready to get that, how exciting!!!!

What? How come you are not excited and happy to get a free goat........

What..? I live in a small rented, one room place, where will I put that goat I have never raised a goat in my life.....
Hello, nice to meet you, my name is ___ and I work for ___. Do you have time to talk?

I’m sorry to hear that. Can I ask what is or was your job?

How could we support you best to work again?

Sure, sure, nobody has taken the time to have a chat with me recently..

I was a fisherman but after the typhoon I haven’t been able to work.

I heard there are a lot of opportunities in carpentry, I’m interested to learn more and change job.
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?
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 informal chat with a volunteer
  - via a formal mechanism, 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
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](https://eenew.ifrc.org/x/ViN0aV4P)
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
  - ...
Example of how to respond to feedback of young people online. Link to video [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
20. Tool 20: Exit Strategy guidance
21. Tool 21: Behaviour change and RCCE Resources
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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