



FEEDBACK DESIGN WORKSHOP

KHUIJAND, 17TH OF AUGUST 2023

Under the ECHO PPP project framework hosted by the Red Crescent Society of Tajikistan, led by the German Red Cross in close cooperation with the IFRC. A one-day feedback design workshop was held in Khujand with a total of 10 participants from Sughd region and Dushanbe.

The structure of the workshop was based on the IFRC “Feedback Design workshop” where after a one-day Community Feedback Training (Part 1) participants went over an overview of the previous and current feedback-related activities undertaken by the RCST. Jointly, participants determined the scale of the feedback mechanism and discussed on what the most viable feedback channels for RCST. How would the data be collected, the discussion led to having all feedback digitalized and collected into a single Kobo feedback form used across all operations, programs, and activities, and coded and analyzed in a centralized database in an Excel logbook. After considering these elements, the information flow was mapped, and roles and responsibilities were agreed upon by the team as well as identifying the areas of additional support needed. Following the Feedback design workshop, a third activity was carried out: community consultations. These consultations aimed to gather insights from the communities about the feedback design discussed in the workshop. Both the Feedback design workshop and the community consultations are included in this report for reference.

METHODOLOGY:

All materials were translated by machine translation through DEEPL, double translation on the PPT slides EN and Russian, and reviewed by the RCST CEA Focal Point and the Project Manager of ECHO PPP.

The workshop was facilitated by the IFRC CEA Delegate for the Central Asia Country Cluster, Cecilia Portillo, supported by the CEA & PGI Focal Point Mahina Niyazova and PMER focal point Faridun Yusufjonov as well as the supporting participation of German Red Cross- Parvis Mahmudov and Red Crescent Society of Tajikistan -Fakhriddin Karimov, ECHO PPP Project Manager.

The sessions were conducted with consecutive translation by a translator who had previously facilitated translation during a 4-day CEA and PGI ToT and was already familiar with the terminology and the way of working.

The workshop had a total of total of 10 participants, the majority from Sughd Region representing 7 districts. The participants were selected by the project manager as key stakeholders for planning the feedback mechanism. The sessions started at 9am until 5pm.

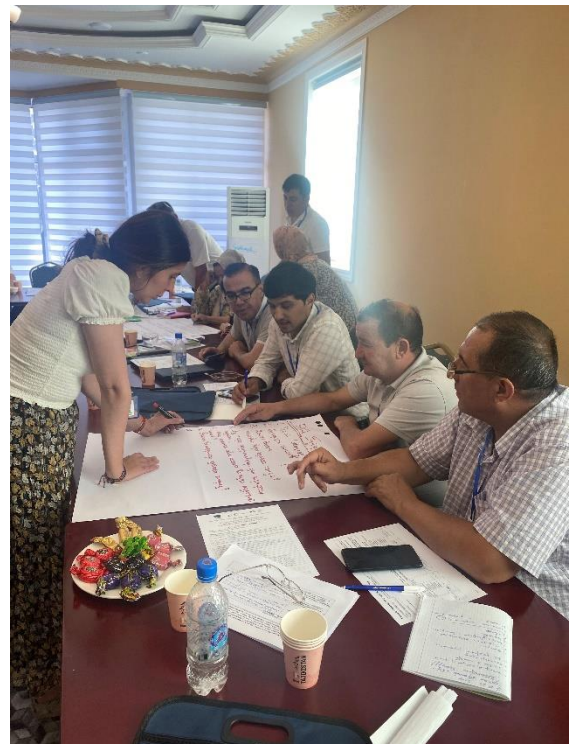
Each group was provided with a translated version of the Community Feedback Mechanisms Worksheet, which was used throughout the entire Community Feedback Training Part 1, Sessions 1, 2 and 3, and the outcomes gathered were used as inputs to the feedback design workshop.

THE RESULTS

THE SCALE OF THE FEEDBACK MECHANISM:

The RCSK participants decided that the feedback mechanism would only cover the PPP Project, nevertheless, they are open to using single feedback collecting from and digitalizing the information through Kobo, to gather everything in a centralized database (feedback logbook), including activities outside of the ECHO PPP project such as DREF operations, EA for Afghan refugees and others. With the purpose of paving the way to institutionalizing CEA and streamlining feedback collection efforts across all

projects, programs, and operations. Feedback will be collected through regular activities but will be analyzed at HQ level. The findings will be shared back with the districts and the communities; hence the scale is classified at *country level* according to the “decision tree” in *Feedback tool 02*.



NARRATIVE DESCRIPTION OF THE FEEDBACK FLOW

The chosen channels:

After carefully discussing the advantages and disadvantages of a number of possible channels, the participants agreed on two channels, a mix of reactive and proactive, based on the context and the capacities of the NS.

Face to face

Including help desk, and proactive and reactive feedback collected by volunteers through Kobo.

Suggestion boxes

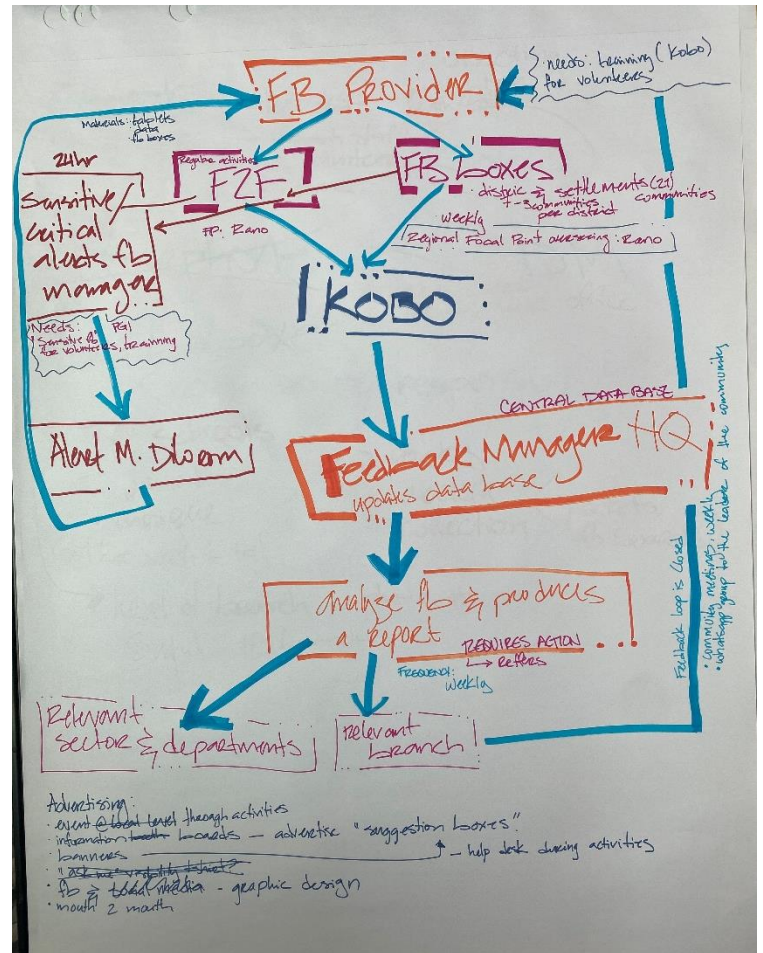
The suggestion boxes would be installed not only in branches but also at community schools where LDMCs gather.

All feedback received should be digitalized into Kobo on a weekly basis by an assigned “feedback focal point” volunteer at the community level. This task will be overseen by the Regional focal point: Rano Kamolova, Health Coordinator in Sughd region

Frequency: weekly basis.

Note: All feedback that can be addressed at local level, will be addressed at the local level.

The moment sensitive or critical sensitive is received and identified, the volunteer or staff responsible for collecting the information will promptly refer to the Feedback Manager. The Feedback Manager will direct the information to the designated focal point for Sensitive feedback: Madam Dilorom Mirova, Deputy Secretary General of the Red Crescent Society of Tajikistan. She will then proceed to take the necessary steps to address the feedback in the most appropriate and confidential manner while ensuring the closure of the loop directly with the feedback provider.





All feedback received through Kobo will be transferred to a central database in an Excel format which will be updated by the Feedback Manager on a weekly basis: Mahina Niyazova, RCST CEA & PGI Focal Point. The Feedback Manager will also identify feedback entries that require action and will proceed to refer them internally. The feedback manager will then proceed to analyze the feedback and elaborate reports to share back with the different stakeholders at the district level.

The format for these reports will be determined at a later time to accommodate the preferences of the stakeholders. The available options include one-pagers, PowerPoint slides, or bullet points.

Frequency: once a month

Closing the loop:

During the workshop, the participants decided that the best channel to close the loop was through community meetings that already undergoing on a weekly basis within the PPP project framework. Additionally, the participants suggested that the loop could also be closed through the community leaders, they could be contacted through WhatsApp for them to pass on the message to specific community members.

Advertising the feedback mechanism:

The participants decided that the most feasible way to advertise their feedback mechanisms was through the following channels:

- Throughout routine activities
- Already existing bulletin boards
- Banners behind help desks during activities
- RCST Facebook page
- Mouth to mouth
- Parent-teacher meetings at school
- Posters
- Through the “mahala¹” committees

Information they will share:

- When will feedback be collected, where and by whom, indicating the channels for feedback collection and for responding as well as the response time.

¹ Mahala committees are community-based organizations or committees that play a significant role in local governance and community development.



Barriers the RCST faces in terms of communication channels and documenting feedback:

- Language barriers, some community members are Uzbek-speaking
- Local customs, female community members opt to not talk to men volunteers or staff
- Weak mobile coverage in some areas
- Low literacy levels
- During some operations the feedback flow can be significant and the RCST doesn't have the bandwidth to process it, there are not enough staff members
- Accessibility to suggestion boxes

Identified needs:

- Digital feedback collection training through Kobo for volunteers
- PGI Training
- "Sensitive feedback" training for volunteers
- Additional tablets for digital data collection
- Suggestion boxes
- HR support i.e., key volunteers receiving stipends to ensure the feedback mechanism is running smoothly

After community consultations

Throughout the discussions regarding the identification of feedback channels for the feedback mechanism, participants operated under the assumption that digital channels such as WhatsApp were not an appropriate option for the communities, given that there were several barriers such as poor network signal, limited use of smartphones, lack of data on the phones, as the rationale why this was not included in the channels. Nevertheless, after consulting with the LDMC members about their preferences, interestingly enough it turned out this was the first option they mentioned. Reemphasizing the importance of engaging with the communities rather than relying on assumptions.



COMMUNITY CONSULTATIONS

SUGHD REGION, 18TH OF AUGUST 2023

Following the Community Feedback Design Workshop, community consultations were carried out on August 18 in two villages in the Sughd Region, Dusti and Ovchi Kalacha. Both communities are bordering the border conflict area with Kyrgyzstan.

The facilitator suggested having a number of 10 participants to facilitate a smoother discussion management, considering there was consecutive translation supported by one RCST member. In both villages, the participants were members of the Local Disaster Management Committees – LDMC.

The guiding questions were the following:

Planning and discussing with communities the feedback mechanisms according to their needs and preferences

1. How would you like to share your thoughts with RCST? Online, in-person, or another way? What channels?
2. How can we make it easier for everyone in the community to share their ideas about our plans?
3. What problems might stop people from providing feedback, and how can we fix them? Who are the people whose opinions are usually left behind and how do we reach them?
4. What information do you need / would like to receive?

1. Village: Dusti

District: Bobojon Gafurov

Participants: 10 women, LDMC Members

Location: School classroom

The participants expressed their preference for “modern technology” referring to WhatsApp groups, they even referenced the schoolteachers who have their own WhatsApp group and coordinate any activities through it.

In terms of making providing feedback with RCST easier, they indicated that additionally to WhatsApp groups, phone calls, and suggestion boxes, nevertheless the main channel should be through WhatsApp with an administrator in Khujand.

Regarding the people whose opinions and participation are often left behind, the participants mentioned low-income individuals with no access to smartphones, people living in remote areas, people living in areas with no internet coverage, and people with disabilities.

As for how to reach these people, the participants suggested reaching them through the parents committee at schools, where they come together on a monthly basis, including villagers from remote areas. These monthly meetings are platforms for information sharing within the community.

When participants were asked about their information needs, they mentioned that it would be helpful for them to have more information and skills in providing first aid, MHPSS, widely disseminated and easy-to-understand evacuation plans in case of border conflict flareups, list of facilities that can be used as shelter and guidelines on how to accommodate basements as shelters (e.g. making *compot*, storing dried fruits, etc).



2. Village: Ovchi Kalacha

District: Bobojon Gafurov

Participants: 11 - 9 women and 2 men, LDMC Members

Location: School classroom

The participants expressed that they believe most community members have access to smartphones and a WhatsApp line would be the preferred way to provide feedback with the RCST. Additionally, this could be complemented with suggestion boxes placed in the schools where the LDMC members have a designated meeting room with bulletin boards.

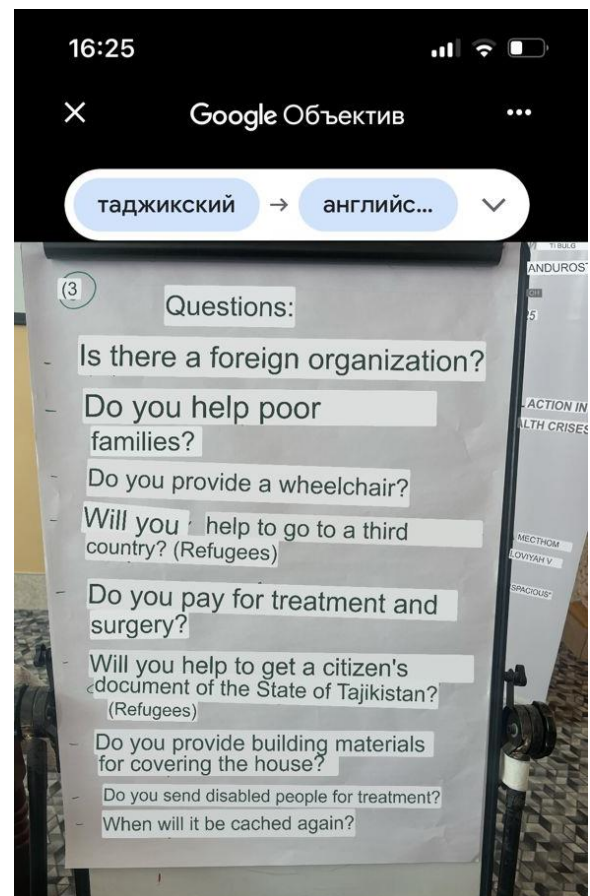
In regards to the people whose opinions and participation are often left behind, the participants mentioned low-income individuals, female-headed households, people with chronic disease, and people with disabilities.

The participant's suggestion on the best way to reach these groups was through the LDMC members, they stated that they already knew the villagers and could identify the most vulnerable ones and the ones who are often left behind, they offered to be the channel to connect the villagers with the RCST.

When asked about their information needs, the LDMC members expressed a need to have PSS training as they live in one of the most affected zones by the border conflict and there is an underlying fear overwhelming the community members which creates a need on how to address it. Additionally, they mentioned the need to have an Early Warning System with easy-to-understand and clearly explained guiding actions on what to do in case of an emergency. The participants explained that there is an already existing contingency plan but needs to be updated.

Next steps

- Create a FAQ document based on the questions gathered during the exercise in the feedback design workshop by the participants, prioritize the questions and agree on the answers to each of them.
- Update the internal referral mechanism.
- Update inter-agency service mapping and focal points.
- Decide on the format for the monthly feedback report (one pager, ppt slides, or bullet points)
- Train selected volunteers on feedback mechanisms and digital data collection (KOBO)
- Update Kobo form
- Update Feedback SOP based on the feedback design workshop outcomes.
- Update the feedback logbook based on the new Kobo form.
- Engage in a peer exchange call with RCSK to delve deeper into the process of transitioning from paper-based data collection to digitizing all collected data on the Kobo platform. With the aim of consolidating all feedback into a centralized feedback logsheet.





Recommendations

- *Training of LDMC members*
Key LDMC members should be identified and trained in digital data collection. This training will equip them with the necessary skills to efficiently gather feedback from communities using Kobo. This approach will ensure that LDMC members can play an active role in collecting valuable insights from the communities, including those who are hard to reach.
- *Allocate per diem for volunteers who will be focal points responsible for feedback collection*
By compensating volunteers for their time and dedication, we can ensure a more committed and motivated team responsible for feedback collection. This way, all the work will not solely rely on the feedback manager.
- *Allocate volunteers and or staff members who speak Uzbek*
Given the linguistic diversity in the target communities, it would be appropriate to allocate bilingual volunteers or staff members who are proficient in Uzbek language.
- *Scoping of WhatsApp business line*
It is worth considering managing a WhatsApp business line as a third feedback channel. This recommendation is based on the insights received from the community consultations. This channel can enhance feedback collection and bilateral communication efforts and potentially reach a wider audience.
- *Information needs*
It is important to acknowledge the LDMC's request and their need for MHPSS training and tools, an Early Warning System with clear and simple instructions for emergencies, first aid knowledge and skills, easily understandable evacuation plans for border conflict flareups, a list of shelter facilities, and guidelines on accommodating basements as effective shelters, including tasks like making compote and storing dried fruits, among others.

KM

PPT: [Feedback Design Workshop](#) and [Community Feedback Training Part 1](#)
Agendas: [Feedback Design Workshop](#) and [Community Feedback Training Part 1](#)
[Photos](#)

For more information please contact:

Cecilia Portillo, CEA Delegate, Central Asia Country Cluster Delegation (cecilia.portillo@ifrc.org)