

Empowering the People with Disabilities through responsive Community Feedback & Complaint Mechanism- an initiative toward building resilient communities

Responding to a decade long conflict and humanitarian crisis the Pakistan Red Crescent Society (PRCS) with the financial support of Norwegian Red Cross is implemented an access to Health and WASH project in Newly Merged district of Khyber Pakhtunkhwa. The project being implemented over two-year period (2019-2020), with the purpose to enhance access to Health and WASH services and reduce vulnerability of the people affected by arm conflict.



After community meeting, a CEA volunteer is collecting feedback from the community member, In Mohmand, Tribal District

In December 2019, NorCross has piloted Improving Result Based management in PRCS aiming to incorporate Community Engagement and Accountability (CEA) approach into Programs and projects in 13 district of KP and TDs. The IRBM Project strategically adopted incorporation of CEA into Health and WASH project interventions in the 7 Tribal District. The assessment conducted revealed that in these tribal district unavailability of trusted information channel, huge gap between Red Crescent and community and no communication and feedback channel exist. As PRCS has always huge impact on the resilience building of communities affected by multiple crisis through its local presence and volunteers.

The pilot project has started incorporation of CEA activities into Norcross support Programs and COVID 19 response operations in targeted areas. The NorCross supported model of Community Engagement and Accountability (CEA) were include the following activities.

- Conduct Risk communication and Community Engagement and Accountability Activities
- Establishment of Community feedback and Response Mechanism
- Sharing of CEA messages and hotline number through social media and posters
- Installation of community posters and conduct sessions in the community
- Engagement of CEA volunteers for conducting awareness and feedback collection
- Establishment of Community feedback management committee at village level

- Establishment of PRCS feedback management committee at Provincial and National Level

During the COVID 19 response NorCross has immediately responded in the targeted districts, the newly established community feedback & complaint mechanism were used for the two-way communication with the communities. During the assessment and registration process of the beneficiaries in the targeted locations the feedback mechanism was propagated and the Hotline number for community feedback were widely shared with the communities. After knowing the feedback system, the communities in the targeted district have shared their feedback, these feedbacks were analysed, shared with program staff and took immediate actions.



Previously missed the Two PWDs were receiving Family Hygiene kits, through CEA mechanism in Mohmand District, under NorCross COVID 19 response

Through this feedback response mechanism from Mohmand agency the CEA staff have received calls from two PWDs. Mr. Ghulam and Mr. Ishaq are both were missed during registration, while attending the feedback sessions in their village they came to know about the PRCS feedback mechanism. The CEA staff have recorded their complaints, analysed their provided information against the criteria, find deserving and their complaints were referred to program team for provision of family hygiene kit to both the persons (PWDs). After receiving hygiene kit Muhammad Ghulam said “I am surprised by the prompt response on my feedback, I did not even imagine it before, I am thankful to PRCS for fulfilling my immediate needs, as I was not able to attained otherwise”. This is how the PRCS feedback and response mechanism worked under the COVID 19 response of PRCS with the technical and financial support of NorCross.

Next steps

- ✓ Upscale capacity building of volunteers and staff on communication with communities
- ✓ Upscale the institutionalization of CEA in PRCS through developing CEA policy
- ✓ Liaison with concerned authorities for continuously follow up on the feedback referred

For further information

Aga Safdar, Assistant Director PMER PRCS NHQ, email ad.pmer@prcs.org.pk

Adnan Khaliq, CEA Officer PRCS MA HQ, email: cea.tds@prcs.org.pk