

**REPORT OF THE CEA DEPARTMENT 01.01.2024 -
15.08.2024**

1. ACTIVITIES

January 17-18, 2024. Workshop training for Information Center operators and coordination of the EPR department. With the support of the International Federation of the Red Cross and the Crescent, a workshop was organized for the structural units of the CEA Department to develop the Community Engagement and Accountability Division, namely to improve methodological recommendations, exchange experience between employees of the sectors of the Community Engagement and Accountability Division, and plan further activities for the current year 2024.

At the Workshop, the participants shared their achievements over the past year and discussed further plans and coordination with each other.



27-29 February "Workshop on Integrating Community Engagement and Openness (CEE) in the Ukrainian Red Cross Society (URCS) and in the partners' work plans for 2024".

The CEA Unit conducted an introductory training on CEA and the feedback mechanism for the program departments of the National Committee of the URCS to develop a plan for integrating the CEA approach into all projects implemented and planned by the URCS in 2024 according to the One Movement Plan. And also with the involvement of donor partners among the National Red Cross Societies to support these plans.





Trainings - “Introduction to CEA + self-assessment”



Товариство Червоного Хреста України – відділ Залучення спільнот та відкритості

During the period from 21.03.2024 to 15.08.2024, 10 trainings were conducted for ten regions of Ukraine (Mykolaiv, Volyn, Odesa, Zaporizhzhia, Kherson, Ivano-Frankivsk, Kharkiv, Khmelnytskyi, Dnipro and Donetsk regions). 239 people from among volunteers and staff of URCS were trained in CEA.

Activity 1. 23.03.2024. Conducting a training for the Mykolaiv NGO “Introduction to CEA + self-assessment” with the support and direct participation of the Danish Red Cross. 16 people were involved in the training.

A training was conducted to familiarize the Head, staff and volunteers of Mykolaiv oblast, representatives of district organizations with the basic principles of community engagement and openness (accountability) and to involve them in the self-assessment process. The participants of the training received basic knowledge about the CEA and are willing to implement the CEA mechanism in their activities.



Activity 2. 23-24 April 2024. Conducting a training for the Ivano-Frankivsk oblast “Introduction to CEA + self-assessment” with the support of the Swiss Red Cross.

The number of participants was 26, including the Head, staff and volunteers of Ivano-Frankivsk Oblast organization. The participants of the training were familiarized with the feedback channels and the mechanism for reviewing appeals at the level of the NC. The participants were given the opportunity to discuss the existing feedback channels and whether they need to be improved. Urgent issues of concern to the groups regarding feedback from beneficiaries, especially complaints, were discussed and appropriate solutions were proposed. The risks of not engaging communities were discussed.

Activity 3. 16-17 April 2024. “Introduction to the CEA + Self-Assessment” - Kherson region - 25 people were involved in the training, with the support of the Swiss Red Cross та.

Activity 4. 25-26.04.2024 – "Introduction to CEA + Self-Assessment" - Kharkiv oblast - 25 people trained, with ICRC support;



Activity 5. 07.05-08.05.2024 – “Introduction to the CEA + Self-Assessment” - Odesa region - 25 people were involved in the training, with the support of the German Red Cross;

Activity 6. 14-15.05.2024 – Volyn region “Introduction to CEA + self-assessment” - 25 people were involved in the training, with the support of the German Red Cross;

Activity 7. 29-30.05.2024 – Zaporizhzhia region - 27 people were involved in the training, with the support of the German Red Cross;

Activity 8. Technical support visits were carried out in two regions of Ukraine (Mykolaiv and Cherkasy).

22-23.03.2024 – Mykolaiv region.

11-14.06.2024 – Cherkasy region (Cherkasy regional organisation, Cherkasy city organisation, Uman city district organisation, Zolotonosha city organisation).

Activity 8. 25-26.06.2024 – Khmelnytsky region - 27 people were involved in the training, with the support of the Danish Red Cross;

Activity 9. 08-09.07.2024 – Dnipropetrovs'k region - 22 people were involved in the training, with the support of the Luxembourg Red Cross;



Activity 10. 11-12.07.2024 – Donetsk region - 22 people were involved in training, with the support of the programme «BraVo».





Activity 11: April 2024. Focus group with RFL volunteers to improve the work of the department RFL.

Activity 12. On June 06, 2024, an offline workshop of the Working Group “Information as Aid” was held on June 6. The results of the workshop formed the basis for Information as Aid trainings for URCS organizations, as well as for the



development of the Information as Aid manual “Practical Guide to External Communication for Providing Information to the Public” for internal use. URCS website: [Відбулася зустріч внутрішньої Робочої групи «Інформація як допомога в Українському Червоному Хресті» – Новини – Товариство Червоного Хреста України \(redcross.org.ua\)](https://redcross.org.ua)

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After a series of trainings on the basics of CEA, the second cascade of trainings “Feedback mechanism and information as assistance” was launched to train regional teams to create a feedback mechanism in their organizations: collecting, coding, analyzing, responding and taking appropriate action, and to provide theoretical and practical knowledge on establishing communication with the public.

Activity 13. July 16-18 and July 23-25 Training on “Feedback mechanism” and “Information as Aid” training for 4 regional URCS organizations (Ternopil,



Kherson, Ivano-Frankivsk, Kirovohrad).

Activity 14. August 02, 2024. Additional webinar on “Information as aid”.



Activity 15. 23 July 2024. Session "Communication with the community" and "Feedback mechanism" at the working meeting on the exchange of experience of the Health Promotion and Disease Prevention programme.

Activity 16. One-day session for commanders and deputy commanders of rapid response units on “Guidelines for organizing the work of volunteers of rapid response units and collecting feedback” (July 2024).

Activity 17. 05 – 16 August a large-scale training for trainers was held, where 29 participants from different regions of Ukraine received knowledge and practical tasks on how to implement CEA in programs.



2. CAPACITY BUILDING

- 239 URCS staff and volunteers from 10 regions received introductory training on CEA
- 16 regional CEA coordinators recruited and trained to support regional organizations
- A package of guidelines on “Information as Aid” with examples of CEA materials was developed.
- 12 regional organizations conducted self-assessments to identify gaps in CEA capacities.
- The national hotline/CRM feedback system was strengthened.
- Partnership with academic institutions for CEA research initiated.Пріоритетні напрями:



- Develop a comprehensive CEA training program and train more trainers.
- Finalize URCS CEA policy to guide institutionalization efforts.
- Establish community communication teams/officials in key operational areas.

TRAINING

Continuous learning is the key to professional growth and development, which is why our team joins courses and trainings that help improve the quality of our work. Participation in trainings, courses and master classes allows us not only to enrich our knowledge and skills, but also to stay abreast of the latest trends and innovations in the humanitarian sphere.

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Thus, in June, the Head of the IC, the Head of the Feedback Sector and the leading specialist of the CEA Department attended the CEA in Emergency training in Budapest and shared with colleagues from neighboring Red Cross Movement countries their experience in developing a feedback mechanism and the results of work in the context of the armed conflict in Ukraine.

Training for a feedback sector specialist from **iMMAP**:

August 06 - “Coordinated needs assessment”

August 12 - KoboToolbox

August 13 - PowerBI online.

The Information Center team attended the PGI training and once again updated their knowledge on the Protection, Gender Equality and Inclusion policy.

In March, representatives of the Information Center also attended the training “Safety



in Humanitarian Action”.





On March 20-23, the Chief of Feedback Sector and a new specialist took part in the training of trainers “Protection, Gender & AAP. Training of trainers” from WFP. The principles of accountability, protection, inclusiveness, and the importance of a feedback mechanism and redirection of feedback were discussed.

Participation in the training on international humanitarian law in Kyiv, April 16-17, 2024, to learn and improve skills in understanding and applying the rules governing the conduct of armed conflict and the protection of civilians.

OPERATIONAL ACTIVITIES

INFORMATION CENTRE

- We receive calls using Binotel IP telephony and work in the CRM system - EspoCRM.
- During the period from 01.01.2024 to 15.08.2024, we received 37911 new requests from 24 regions + Kyiv. Kyiv.
- The incoming line 0800 332 656 recorded 26078 requests.
- Using the web form on redcross.org.ua, 5682 requests were registered.
- The response rate for the period was 85%.
- The composition of the team of operators: 10 general information line operators, 4 PSS, 2 RFL, 1 WComm, 4 PDM, 1 Livelihood.
- The team of the Unified Veterans Line consists of 8 operators: 6 assistant operators, 2 lawyers;
- The UOL incoming line registered 18846 calls.
- During this period, 27 PDM surveys were completed.

Feedback information is available at [Feedback Ukraine](https://FeedbackUkraine.org)



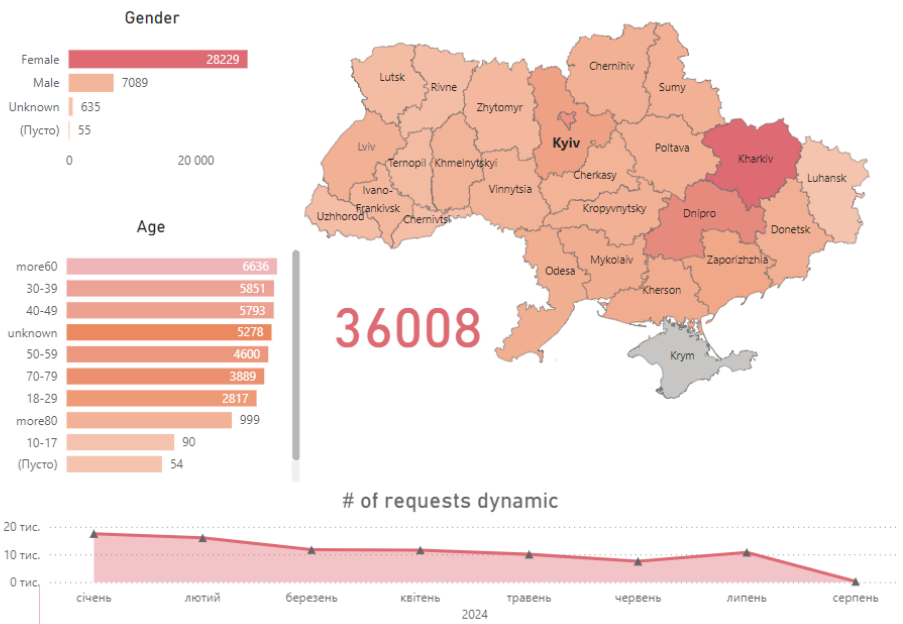


URCS Info-Center requests | All sectors by Regions

01.01.2024 01.08.2024

Sector: Yci Channel: Yci Created by - Name: Yci

Region	ID
Kharkiv Oblast	4044
Dnipropetrovsk Oblast	2984
Kyivska city	2626
Kyiv Oblast	2217
Zaporizhia Oblast	1980
Kherson Oblast	1650
Mykolaiv Oblast	1637
Odessa Oblast	1488
Donetsk Oblast	1428
Sumy Oblast	1394
Lviv Oblast	1391
Poltava Oblast	1349
Chernihiv Oblast	1342
Kirovohrad Oblast	1342
Cherkasy Oblast	1216
Vinnitsia Oblast	1157
Unknown	1128
Khmelnitskiy Oblast	1102
Ivano-Frankivsk Oblast	896
Zhytomyr Oblast	882
Ternopil Oblast	649
Volyn Oblast	601
Zakarpattia Oblast	516
Rivne Oblast	502
Chernivtsi Oblast	417
	54
Luhansk Oblast	16
Усього	36008

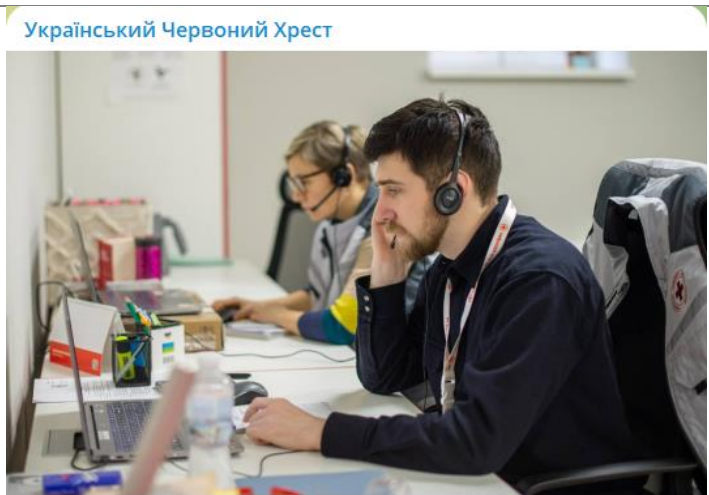


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- The team grew: two more psychosocial support operators joined the Information Center. There are 4 PSS operators working on the line, who can provide assistance and support to even more beneficiaries who call the line.
- An increase in the team of PDM operators to 6 was agreed upon due to the growing number of projects requiring PDM surveys.
- Changes have been made to the structure of the Information Center: the Information Center team will be strengthened by feedback analysis specialists, which will allow for a more professional and high-quality analysis of data coming from all feedback collection channels.
- In the first half of 2024, the Single Veteran Line was launched to provide advice on the following issues:
 - benefits for persons with disabilities as a result of war/ combat-related injuries/ their family members;
 - establishing the status of a person with a disability as a result of war / combat-related disability / family of a deceased war veteran and family members of a deceased defender of Ukraine;
 - housing issues (provision of housing / monetary compensation for housing that is due);
 - financial assistance and compensation (one-time financial assistance in connection with the establishment of disability as a result of war / one-time
 - medical issues (medical rehabilitation / prosthetics).



- A number of meetings were also held with various departments of the Ministry of Veterans Affairs to establish the work of the line and effective cooperation. A system of information exchange and feedback has been established;
- A presentation of the work of the line and plans for its further development was made to the departments and divisions of the National Committee and partner organizations;
- - In Lviv, the Ministry of Veterans' Affairs, together with the Ukrainian Red Cross, held an open day at the office of the Single Veterans' Line for media representatives. They had the opportunity to observe the work of operators in real time and learn what issues veterans are addressing.



Український Червоний Хрест

«Чи можу я долати панічні атаки?»,
 «Як моїй дитині залишатись спокійною під час перебування в укритті?»,
 «Як позбутися тривалої апатії чи тривоги?» – ці та інші питання можуть виникати у багатьох людей, які постраждали через війну в Україні. Вони можуть не знати, як впоратись з негативними наслідками подій самостійно, та потребувати професійної підтримки.

👉 Ви можете звернутись за підтримкою психолога на загальнонаціональну гарячу лінію Українського Червоного Хреста 0 800 332 656.

Для з'єднання з одним з чотирьох фахівців оберіть цифру 2 у меню. Психолог здійснить разову консультацію або надасть нетривалий супровід. Якщо далі він визначить, що вам необхідна довша підтримка, то перенаправить вас до психолога або психотерапевта. Діяльність реалізується в тому числі в рамках програми #EU4Health за сприяння Європейської комісії.



FEEDBACK SECTOR

The Feedback Sector processes feedback: complaints about the quality of programs, gratitude, suggestions and comments for improvement, requests from citizens that come through the feedback channels at the level of the National Committee

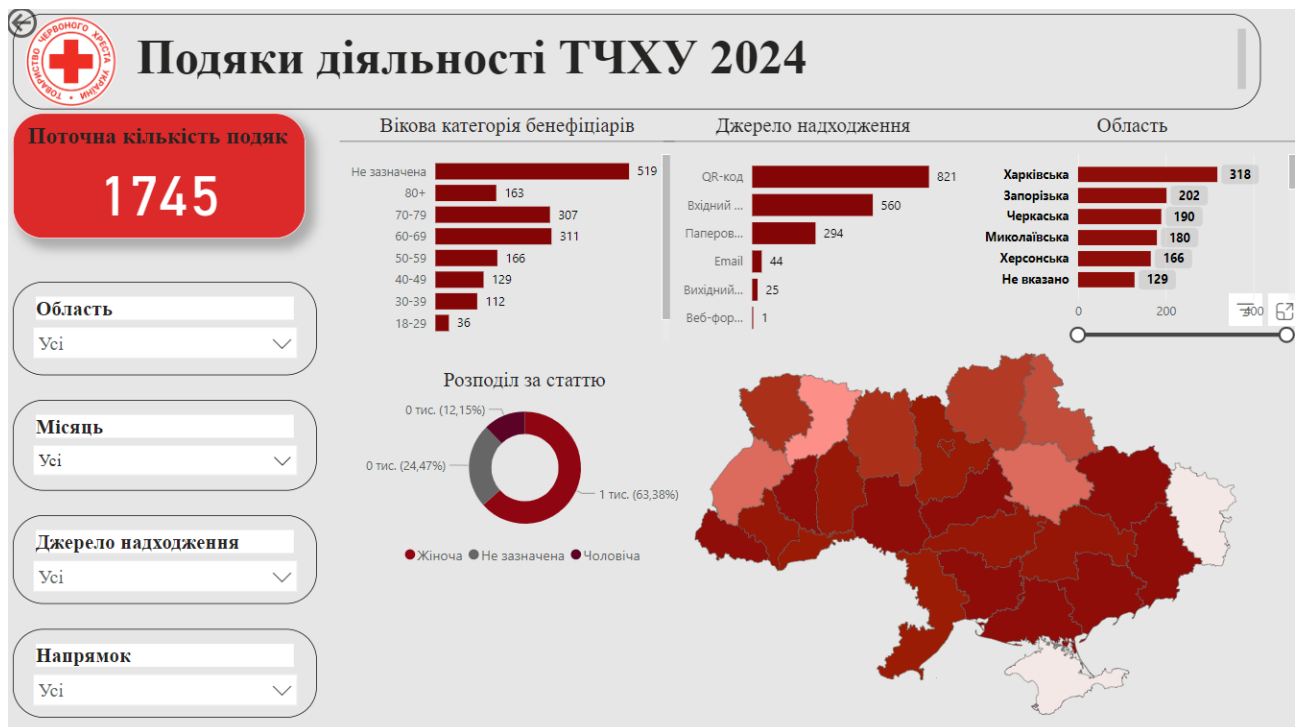
For the period from 01.01.2023 to 15.08.2024, the Feedback Sector processed 2754 feedbacks:

- complaints about URCS activities and programs;
- other incidents with which people address URCS but which are not related to feedback on our activities;
- gratitude and expressions of praise;
- beliefs and statements;
- advice/recommendation on improvement or enhancement of URCS work and advice on improvement that is not related to URCS activities;
- rumors and requests for assistance from citizens or requests for information).

The number of complaints processed from among the appeals and feedbacks is 365 (0.96% of the total number of all appeals - 37911). The number of complaints with a closed cycle was 80.39%.

The dashboard of gratitude received from people who receive assistance from URCS is updated monthly:

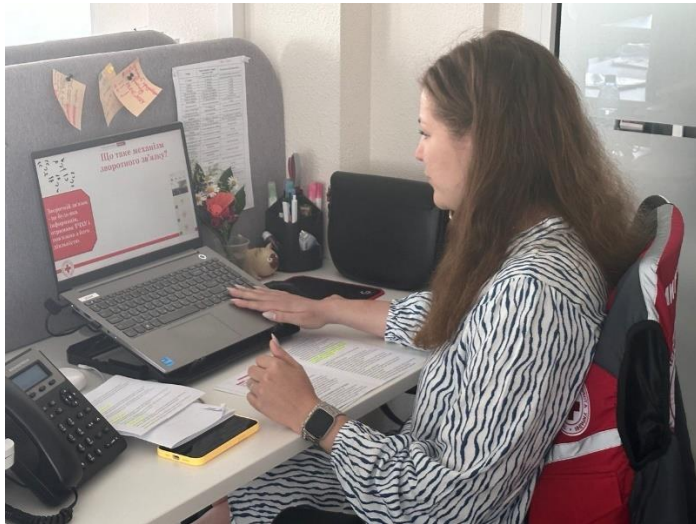
[ПОДЯКИ УКРАЇНСЬКОМУ ЧЕРВОНОМУ ХРЕСТУ/ THANKS TO THE UKRAINIAN RED CROSS](#)



- **On March 7**, a CFM specialist joined the feedback sector team. She made 5 monthly reports and 4 weekly reports on feedback on the program from the WFP donor in Kherson. There were 2 meetings every week: on Monday and Thursday. Each meeting had a part related to feedback. On average, about 40 meetings were held. The meetings mainly discussed the initial implementation of feedback boxes, feedback questionnaires, and on an ongoing basis, complaints and resolving issues related to complaints that arise during the project implementation. People have the opportunity to share their opinions by leaving feedback in the URCS box while receiving assistance, using a QR code, or calling the hotline. Based on the results of consideration of the recipients' proposals, the composition of the food parcel was changed - the amount of flour was reduced to 2 kg and the package was supplemented with buckwheat and millet cereals, as well as the amount of canned meat was increased.
- **On March 19**, a coordination meeting was held with the management of NC URCS and the Head of the Risk Management Department to further transfer the consideration of “sensitive” complaints and complaints related to violations of the Code of Conduct to the Integrity Line (Working meeting on the development of sensitive feedback functions). The mechanisms for redirecting such complaints between the feedback sector, the Information Center and the Compliance Department were also discussed and agreed upon.
- **On April 10, 2024**, the session “Feedback. Results of 2023” session was held during the coordination meeting in Vinnytsia to update the ways of providing feedback to the clients and staff of the ‘Home Based Care’ program.



- - **On June 19, 2024**, an online session on the feedback mechanism was held at the training for the Kherson Capacity Development team.



- **SECTORAL SUPPORT**
- CEA self-assessment. An additional 8 departments of NC URCS are undergoing a “CEA self-assessment” in August 2024 to understand how the CEA department can better support the departments in integrating CEA into their operations. These are the following departments: First Aid, Bravo, Tracing Service, IHL, Volunteer and Youth Development, Disaster Risk Reduction Development Unit, Civil Protection Unit, and Housing Recovery. The previous 8 departments have already passed this assessment in December 2023 (Rehabilitation, Livelihoods, Psychosocial Support, Humanitarian Aid, Mobile Medical Teams, Health Promotion and Disease Prevention, Home Care, Cash Assistance).
- "Assessment of CEA's potential in the program". The first 8 departments (Rehabilitation, Livelihoods, Psychosocial Support, Humanitarian Assistance, Mobile Medical Teams, Health Promotion and Disease Prevention, Home Care, Cash Assistance) also underwent a 'CEA Programming Capacity Assessment' with the CEA department using a checklist to identify best practices and gaps, program challenges for each stage of the program cycle.
- Recommendations and Work Plans of the departments. Based on the “CEA Implementation Potential Assessment”, 8 recommendations and 8 work plans were written with detailed activities and a calendar for implementing CEA in the programs. These recommendations and work plans were discussed with each of the departments.
- In addition, direct work has already begun to strengthen community engagement in accordance with the plans developed, including the involvement of CEA specialists in community feedback gathering activities, the creation of feedback models, and the adaptation or creation of various materials to inform communities about the work of these departments. CEA provides technical and limited operational support to the following departments.
- A draft “Framework for Integrating CEA into Program Activities” was developed. This is a strategic document that outlines the systematic

implementation of CEA principles in all URCS sectors for the period of 2024-2025.

- Conducting a focus group with volunteers of the Investigation Service to improve the work of the Investigation Service department (April 2024).
- July 2024. In order to distribute printed information materials with the URCS feedback channels among regional and district organizations of Zaporizhzhia,

Український Червоний Хрест



Ваш відгук дає змогу покращити наші програми!

Приділіть, будь ласка, декілька хвилин, щоб залишити відгук про роботу Українського Червоного Хреста:

- Відскануйте **QR-код**
- **feedback@redcross.org.ua** та через форму за QR-кодом



- **Гаряча лінія** Українського Червоного Хреста **0 800 332 656**

Лінія Добропорядності Українського Червоного Хреста – **redcross@ethics.email** та **0800 357 100** та за QR-кодом, для повідомлень які суперечать нашому Кодексу поведінки чи цінностям:



• конфлікт інтересів;	• неправомірні фінансові операції;
• шахрайство;	• зловживання службовим становищем;
• корупція;	• дискримінація;
• сексуальне насильство або експлуатація;	• інші порушення, що викликають занепокоєння.
• порушення прав дитини;	
• порушення процедур;	
• неетична поведінка;	

Безпечний канал **НЕ ЛИШЕ ДЛЯ** отримувачів допомоги, але й для волонтерів та співробітників Українського Червоного Хреста.

Дізнатися більше про діяльність Українського Червоного Хреста



МИ ПОРУЧ

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Mykolaiv and Kherson regions, the feedback sector initiated the development of layouts for banners and flyers.

- Develop a draft model of a feedback mechanism for MHU together with the feedback sector.
- Developing a CEA implementation plan for Cherkasy region and URCS organizations for more active implementation of CEA as a pilot demonstration region.
- CEA recommendations for improving post-monitoring forms for the Luxembourg Red Cross were developed and provided (July 2024).



- Recruitment and development of a job description for a BHA Community Engagement Specialist (CEA) to ensure community engagement and accountability during the implementation of multi-sectoral emergency response activities in four oblasts (Zaporizhzhia, Dnipro, Odesa and Kherson).

REGIONAL SUPPORT

CEA specialists in the regions

1. Dmytro Afanasiev - Zakarpattia regional office - (100% employment) from 01.09.2022;
2. Kateryna Sukhoruchko - Kirovohrad Oblast Organization - (50% employment in the project “Livelihood. Activation points/50% CEA specialist) from 08.11.23;
3. Mariia Savostyk - Mykolaiv regional organization - (50% employment in the project “Reboot” / 50% SEA specialist in the project “ Livelihood. Activation points/50% CEA specialist ”) from 05.12.2023; replacement by Kateryna Bakai from 01.07.2014;
4. Angela Kotova - Cherkasy CSO - (50% employment in the project Livelihood. Activation points/50% CEA specialist) from 01.12.23;
5. Anelia Senchishena - Ternopil Oblast Organization - (employment 50% project “ Livelihood. Activation points/50% CEA specialist) from 18.10.2023;
6. Olha Mykolyuk - Vinnytsia regional organization (employment 50% of Livelihood project. Activation points/50% CEA specialist) from 03.01.2024;
7. Anton Rozhenko - Kharkiv PO - (100% employment) from 01.07.2024;
8. Kateryna Kamenyuk - Donetsk PO - (100% employment) from 15.07.2024;
9. Larysa Slavina - Dnipropetrovska regional organization - (100% employment) from 15.07.2024;
10. Yelyzaveta Skorokhod - Mykolaiv regional office - (100% employment) from 01.08.2024;
11. Oleksiy Tmenov - Kyiv city regional branch - (100% employment) from 01.08.2024;
12. Victoria Pryimak Kyiv oblast branch - (100% employment) from 01.08.2024;
13. Chernihiv Oblast - (100% employment) - VACANCY
14. Chernivtsi Oblast - (100% employment) – VACANCY

Every Tuesday, an online meeting with CEA specialists is held to discuss the achievements of CEA specialists and problematic issues in the implementation of CEA in the regions.



Challenges: A minimum of two technical visits to each region are required to help implement and intrinsically integrate CEA into all projects and programs at the local level, and to help establish and promote national feedback channels.

Some CEA specialists work on a part-time position funded by different donors (partners) and are involved in the Livelihood. Activation points project by 50%. These are completely different types of activities, and CEA specialists do not have enough time to fulfill everything planned on a part-time basis and be torn between two different directions.

I believe that for high-quality institutionalization and implementation of the CEA in all projects and programs of the Ukrainian Red Cross movement in the regions, it is necessary to allocate a full-time specialist with one hundred percent employment for the CEA.

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INSTITUTIONALIZATION OF CEA

Developing a CEA Policy to systematize approaches, increase transparency, build trust, engage communities in decision-making, and ensure the organization's accountability to the communities we work with.

Interaction with stakeholders

- **Internal coordination:**
- Technical working groups were held with PMER, PGI, and Communication teams

- Coordination meetings were held with sectoral program teams on CEA integration

Movement's partners:

- Trainings/seminars on CEA are supported by IFRC, ICRC, PNS, such as the British, Danish, German, Swiss and Spanish Red Cross
- Guidance from the IFRC Regional Advisor for CEA.

External stakeholders:

- Participation in the national RCCE Working Group on Risk Communication
- Consultations with NGOs and community groups during program evaluation
- Advocacy meetings with local authorities on community engagement.

RISK COMMUNICATION AND COMMUNITY ENGAGEMENT/COORDINATION

- - In the context of risk communication and community engagement (this is the CEA in Healthcare, RCCE), a series of various materials and campaigns have been developed to support community health, including: blood donation, acute intestinal infections, heat safety, viral hepatitis, tuberculosis. This is done in



cooperation with the URCS Department of Communications and Marketing and the Public Health Center of the Ministry of Health of Ukraine. In addition, various materials were developed or updated for the departments of the URCS Health Department, etc. (banners, posters, online communication, videos, scripts, booklets, etc.).

- - The work of the URCS on RCCE was highlighted at the meetings of the national working group Risk communication and community engagement working group (RCCE TWF), and coordinated with the partners of the working group. The meetings are held twice a month. For example, materials on tuberculosis were shared with the working group members for distribution
- In general, there is constant coordination with the URCS Communications and Marketing Department in informing communities through programs and projects, which is important for CEA's programmatic integration.
- Coverage of the CEA Department's work has begun both at the national level (social media and the URCS website) and at the international level among stakeholders (CEA newsletter for movement).

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ADMINISTRATIVE WORK OF THE DEPARTMENT TO ORGANIZE TRAININGS ON COMMUNITY ENGAGEMENT AND ACCOUNTABILITY

1. Planning and preparation:

- Conducted detailed training planning, including developing schedules, identifying key topics, and identifying target groups of participants.
- Communication with regional offices established to identify training needs and coordinate logistical aspects.

2. Organization of events:

- The organization of training venues, including booking halls, arranging technical equipment and preparing the necessary materials, was ensured. For this purpose, coordination with a third party for the organization of events was established in accordance with the procurement procedure of the NC URCS.
- Registration of participants, control of attendance and preparation of attendance lists are responsibly ensured.
- Coordination with the financial department is established.

3. Interaction with external partners:

- Effective cooperation with partners and donors was maintained: IFRC, German, Danish, British, Swiss, Canadian Red Cross Societies, including coordination with the ICRC, which ensured timely funding and resources for trainings.



4. Support for trainers and facilitators:

- Administrative support for trainers and facilitators, including development and replication of training materials, coordination of schedules, and organization of technical support during trainings, was provided.

5. Summary and evaluation:

- Feedback from participants was collected and the results of the trainings were analyzed to further improve the programs.
- Challenges encountered during the organization, including technical difficulties and logistical issues, were taken into account and will be taken into account in future events.

PROGRESS TRACKER

Indicators	Annual Plan	Progress (January-July)	Multiyear Plan (2024-25)
Programmes with integrated CEA plans	16	8	24
Staff/volunteers trained by CEA	400	239	800
Feedback analysis reports	12	4	24
Consultations with the community	48	6	96

