

Community Feedback Report 2024



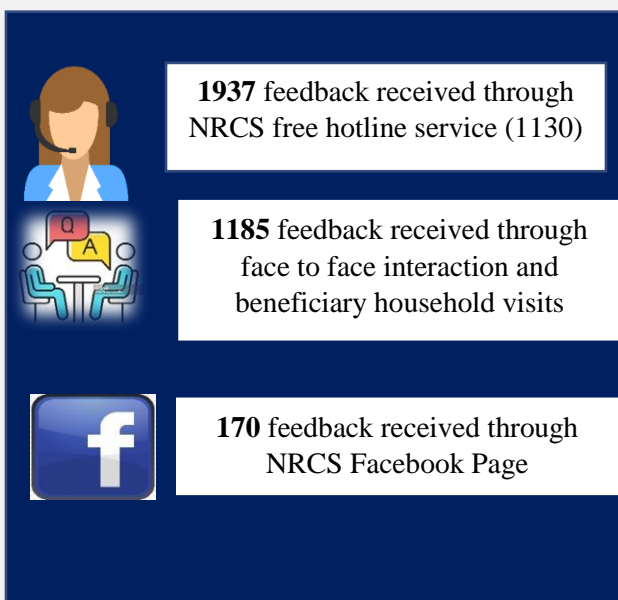
Background:

As the closest to community, Nepal Red Cross Society (NRCS) has been conducting various activities in risk communication, community engagement, and accountability. These efforts aim to inform the community about potential risks, promote accountability through awareness raising, and encourage responsibility by actively engaging the community. NRCS is consistently operating the 1130 hotline service, conducting face-to-face interactions, and engaging through social media in order to collect questions, queries, suggestions, and complaints about the Red Cross and its activities. These efforts also serve to promote the Nepal Red Cross's emergency services and other initiatives.

This annual Community feedback report of 2024 aims to demonstrate how NRCS engages with its targeted community and how community feedback is utilized to shape and improve ongoing projects. Additionally, the report outlines the methods used to gather and process information, ensuring transparency and accountability in all activities.

The purpose of publishing this yearly community feedback report is to provide transparent and timely insights into the ongoing efforts of NRCS to engage with and be accountable to the communities it serves. By regularly sharing detailed updates and analysis, the report aims to foster trust, ensure that the voices of beneficiaries are heard, and guide the continuous improvement of programs. It also serves as a vital tool for stakeholders to assess the effectiveness of communication channels, service delivery, and the overall impact of disaster recovery initiatives, ensuring that they remain responsive to the evolving needs of the communities.

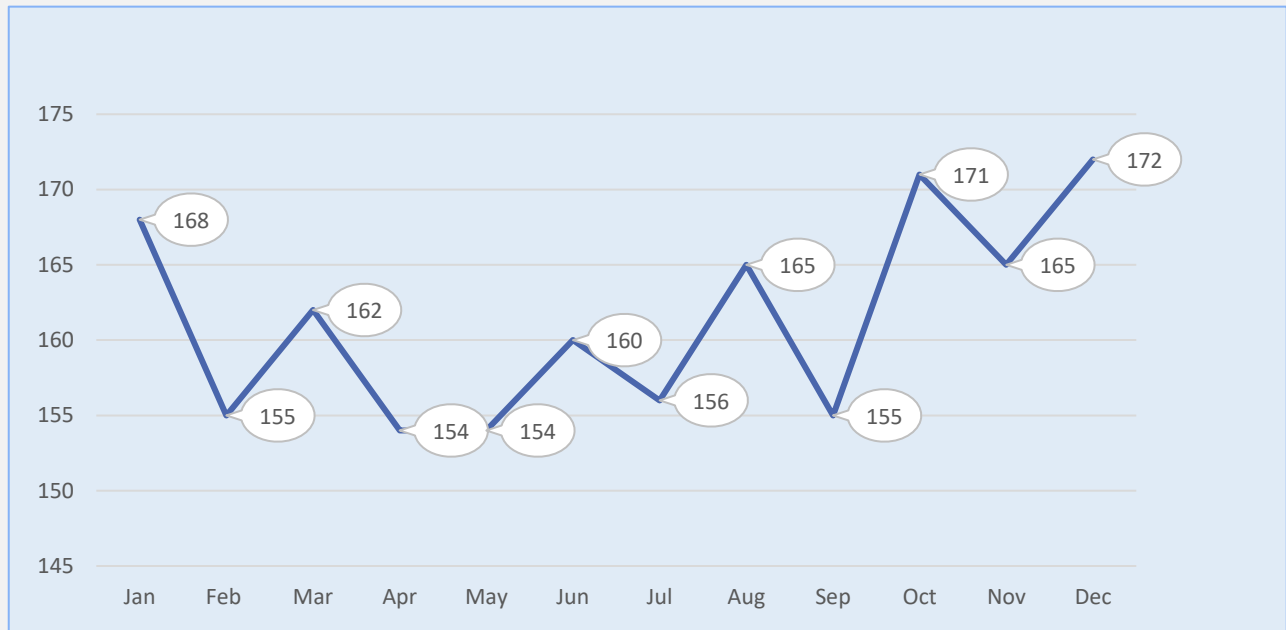
Below is the number of feedback collected and received by NRCS through the free hotline service (1130), face-to-face interactions, and social media in 2024.



3,292 total Feedback

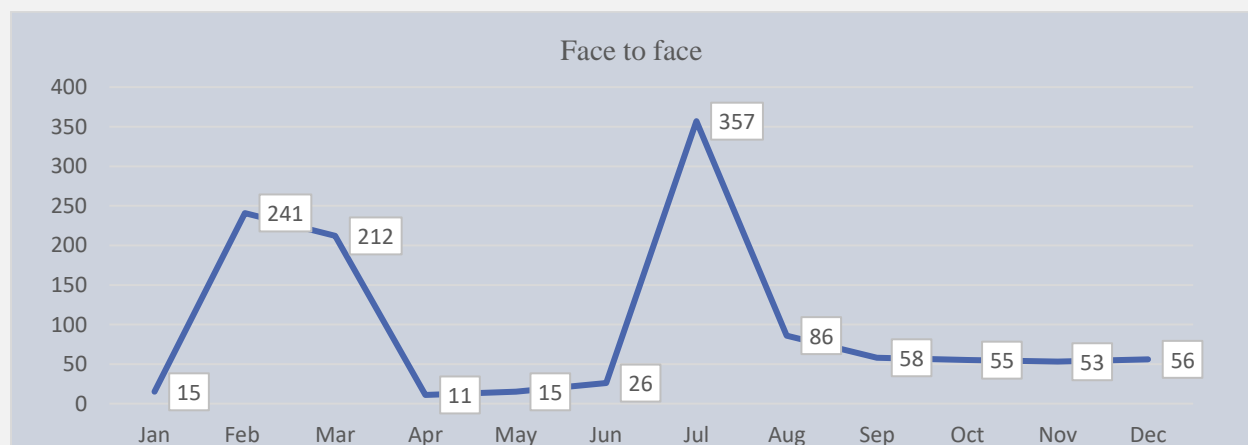
In 2024, NRCS successfully received and addressed 3,292 feedback through the NRCS hotline service, face-to-face interactions, and social media. This includes feedback from 1,937 hotline callers, 1,185 community members during face-to-face interaction, and 170 Facebook users.

Monthly volume of feedback received by hotline service -1130



The chart above shows the monthly number of calls received by the hotline service throughout the year. This year, the NRCS Hotline service received 1,937 calls regarding queries, suggestions, and complaints about the Red Cross and its activities. It appears that the NRCS hotline received more than 160 calls in an average each month, with the highest number of calls recorded in December 2024. This data based analysis highlights that the NRCS hotline is primarily used for seeking information, with a significant portion of calls related to complaints, positive feedback, or suggestions.

Monthly volume of feedback collected through Face to face interaction



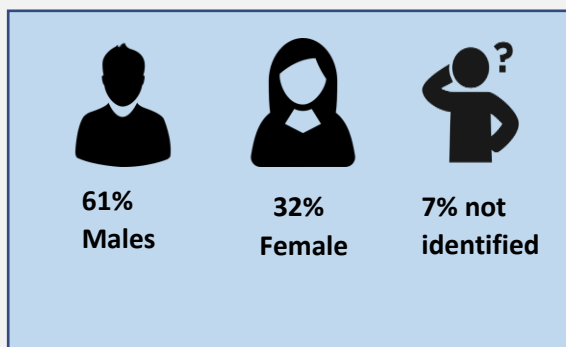
Above chart shows that 1,195 feedbacks were collected through NRCS staff, volunteers, and social mobilizers during household visits, face-to-face meetings, and community consultation especially from the earthquake-affected districts in 2024.

Monthly volume of feedback received in NRCS Facebook page



Above chart shows that 170 feedbacks were received on the NRCS Facebook page (www.facebook.com/nepalredcross) regarding queries about NRCS flagship programs and general Red Cross information from Facebook users in 2024

Feedback by Gender



Over the year, NRCS received 3,292 feedback submissions from various channels. Of these, 61% were male, 32% female, and the remaining 7% from individuals whose gender was not identified. This distribution indicates that men were more likely to use the feedback channels, highlighting the significant impact of gender on help-seeking behavior.

Feedback per topic

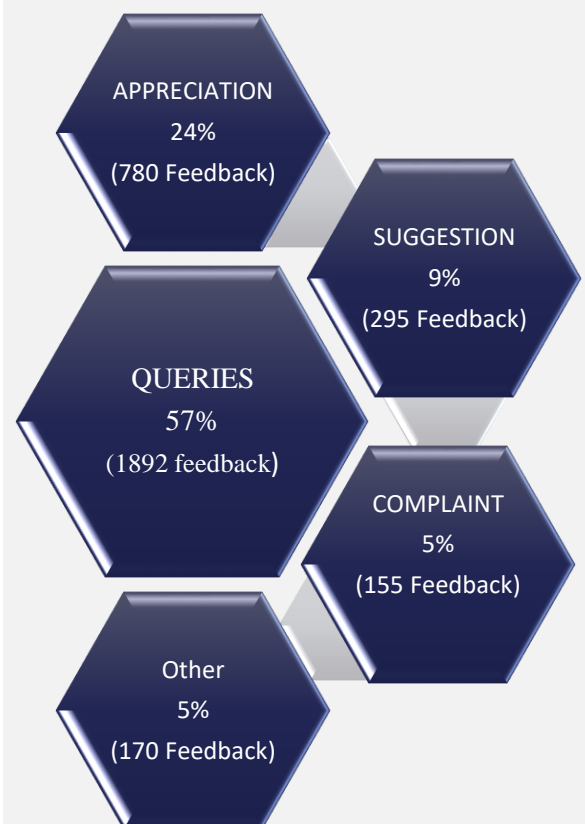
In 2024, the primary channel for engaging with people across the country was the hotline service, which accounted for 58% of the recorded interactions. In addition to the hotline, the project also conducts workshops/community consultation meeting and household visit that allow community beneficiaries to engage directly with staff and volunteers through face-to-face interactions. Feedback is further collected through Suggestions Boxes, which serve as accessible points for community input. The analysis of the feedback types received through the hotline service, face-to-face interactions, and social media reveals the following:

Queries (Information Requests): The vast majority of feedback, approximately 57%, was related to information requests or inquiries about the flagship program (Blood Transfusion service, Ambulance service, Eye care Service, First aid Service) and the general information of NRCS (Membership, Volunteer, Job vacancies, internship etc.) and emergency response services of Nepal Red Cross Society (NRCS). This indicates that the primary use of the feedback channels is to seek information or assistance from NRCS.

Appreciation: Appreciation or expressions of thanks accounted for approximately 24% of the total feedback. Specifically, community members who benefited from NRCS expressed their gratitude for providing non-food relief items (NFRI), multi-purpose cash (MPC), livelihood grants, cash assistance for shelter and toilet construction, sanitation facilities, relief items for people with disabilities, and school kits for school-going children.

Suggestion: Feedback that included suggestions made up about 9% of the total. These suggestions included providing relief materials to needy people, installing water pipes, and implementing drinking water schemes in flood/landslide-affected areas. Additionally, some recommended that the Nepal Red Cross Society select beneficiaries directly, rather than through the ward office, when implementing programs or projects in communities during emergency response efforts.

Complaint: Approximately 5% of the feedback received was complaints or dissatisfaction regarding the services provided by Nepal Red Cross Society, both during emergency and normal situations. While this represents a small portion of the overall feedback volume, it highlights specific issues or concerns that may require further attention and improvement.



Other: Approximately 5% of the feedback could not be categorized into any specified sectors. This feedback primarily sought information about the organization's governance, staff contacts, district chapters, provinces, and other related topics.

Feedback Handling Mechanism

In this year, most of the feedback were addressed promptly via the hotline service. Some inquiries were referred to relevant departments, EOC (Emergency Operation center) provincial and district offices, and sectoral leads. Community volunteers, social mobilizers, and staff also addressed in-person feedback promptly. Furthermore, social media inquiries were resolved quickly through messaging, with some being redirected to the hotline for further assistance. This year, few feedbacks remains unresolved and is currently under investigation.

- **As of total 58%** community insights received through the hotline service, 57% were addressed within the allocated timeframe, and few still pending resolutions. When callers reach out to the NRCS hotline, the hotline responder answers the call immediately. If the hotline responder is unsure of the answer, the person informs the caller that they will be called back in a few of days. The unanswered question is then forwarded to the relevant department or district of NRCS for appropriate response. Once the answer is received, the caller is contacted with the appropriate response.
- **As of total 36%**, community insights received from face to face were resolved and addressed immediately through community volunteers, social mobiliser and staff during the household visit in earthquake-affected districts.
- **Among 5%** community insights received on social media, 4% were answered messaging via messenger and some of refer to Hotline service.

Number of feedback received, by category (Sector/Service)

Sector	Feedback channels			Total
	Hotline Service	Face to face	Social media	
Health	45	48	6	99
First aid	35	0	8	43
Shelter	67	118	0	185
Livelihood	73	89	0	162
Wash	18	38	0	56
Blood Service	798	0	73	871
Hotline service	17	0	0	17
General Red cross info	314	10	68	392
Relief Material	297	744	1	1042
Others	273	138	14	425
Total	1937	1185	170	3292

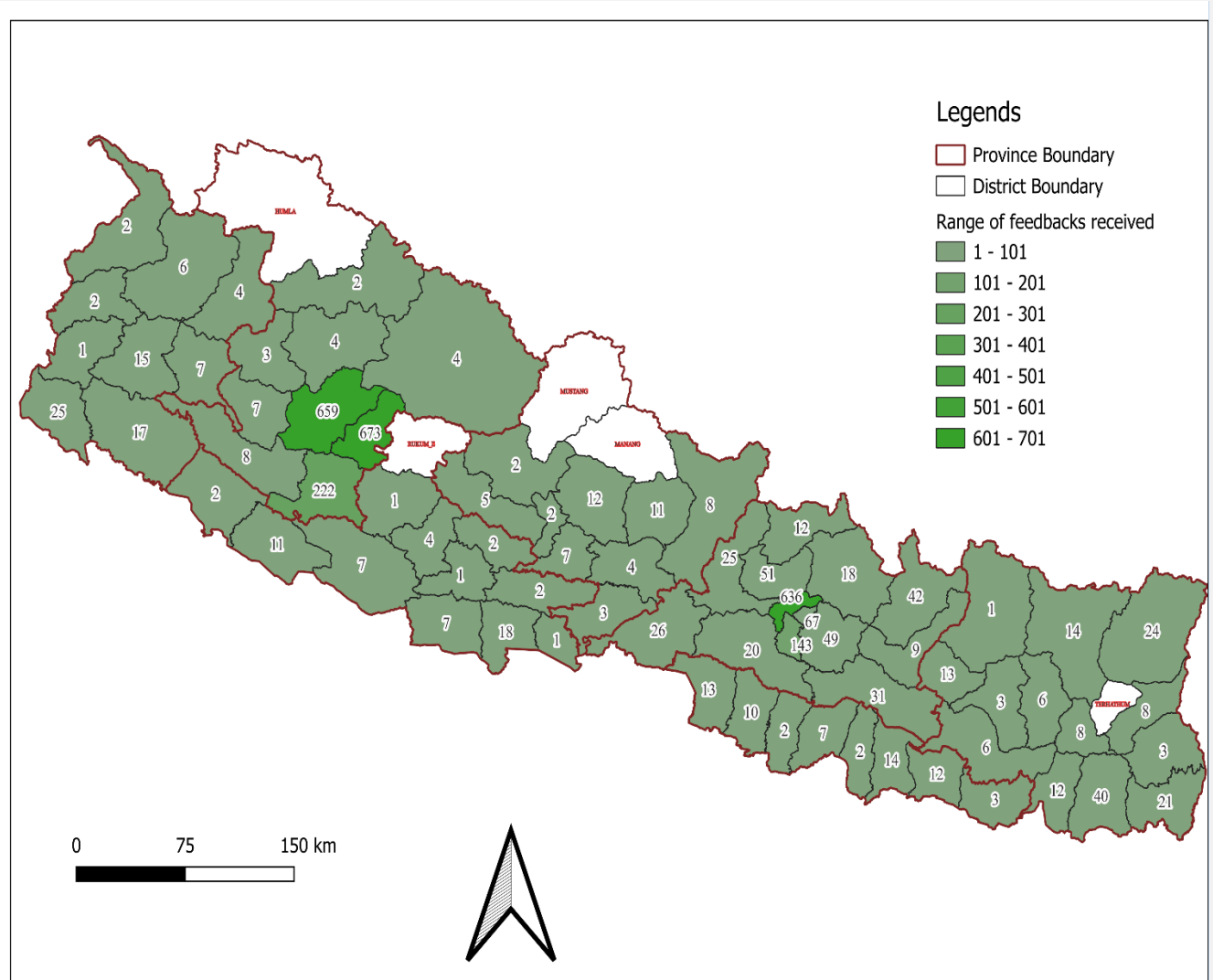
The above table indicates that, this year, relief materials were the top concern in community inquiries from flood, landslide, and earthquake-affected areas. These concerns were raised to NRCS staff, local community volunteers, and social mobilizers during face-to-face household visits, community consultation meetings, and through the hotline service.

Similarly, the second most common inquiries were related to the blood service of Nepal Red Cross Society, with people primarily interested in contacting the blood transfusion service, blood availability, understanding donation procedures, and determining their eligibility for blood donation through the NRCS hotline service.

General information about the Red Cross was the third most common topic, including inquiries about the Red Cross and its activities, membership, volunteering, and job opportunities in the Red Cross.

Similarly, people also sought information about the organization's governance, staff contacts, district chapters, provinces, and other topics. Additionally, inquiries related to other sector services such as shelter, health, first aid, livelihood, and WASH (Water, Sanitation, and Hygiene) were common. Some hotline callers also sought information about the hotline service itself.

District Wise Feedback Number



The map above illustrates district-wise feedback numbers collected through the hotline service (1130) and face-to-face communication. Feedback was received from 71 out of 77 districts. The majority of the feedback came from earthquake-affected districts, with Rukum West-673 and Jajarkot - 659 . Kathmandu received the highest number of hotline calls, totaling 639. The color-coding on the map indicates that districts with feedback in the range of 601 to 701 responses are shaded in light green, signifying the areas with the highest number of collected feedback. This year, feedback and calls were not received from Manang, Mustang, Rukum East, and Tehrathum districts, although these districts contacted hotline in the previous year.

NRCS Radio Program: Since 2012, Nepal Red Cross Society has produced and broadcast two different radio programs, "Together for Humanity" and "Red Cross Radio Program," each week on more than 40 local radio/FM stations and the Community Information Network (CIN) across the country, under the Humanitarian Values and Communication Department.

Red Cross Radio Program airs every Tuesday from 7:15 pm to 7:30 pm, reaching nearly 40 local radio stations, while Together for Humanity is broadcast every Saturday from 8:00 am to 8:30 am. The programs are also uploaded to Nepal Red Cross Society's website and Facebook page. It is estimated that over 500,000 people have benefited from these broadcasts during this period.

NRCS radio program plays a crucial role in delivering life-saving information to the community. These programs serve as a vital communication channel, providing timely updates on emergency response efforts, safety measures, and health guidelines. This service of NRCS offers a platform for disseminating information about available aid, resources, and services, helping to ensure that communities are aware of and can access the support they need.

During this three months, **104 episodes** were broadcast on CIN (Community Information Networks) and 40 local FM stations, including 52 episodes of **Together for Humanity** and 52 episodes of **Red Cross Radio**. The topics covered in the NRCS radio programs included important issues such as the prevention of dengue, cold waves, blood services, air pollution, fire safety, gender-based violence against women, and response operations related to earthquakes, floods, and landslides.

Similarly, public service announcements (PSAs) on dengue prevention, water purification, precautions to be taken to avoid floods and landslides, blood transfusion services, and fire safety, lightning, precaution of Human papillomavirus infection (HPV) were produced and broadcasted.

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Some Community voices and success stories

One of the beneficiary in hotline says:"

"I would like to express my gratitude to the Hotline Service of Nepal Red Cross Society. This service plays a crucial role in the community.

As a flood-affected individual, I did not receive NPR 15,000 multi-purpose cash support, despite providing all the necessary bank details and documents. Meanwhile, all other beneficiaries received their cash in their bank accounts. I was very worried about this and did not know where to report the issue. Then, I found the hotline sticker and called the Hotline Service to report the matter. After reporting the issue, I received a follow-up call from the Hotline Service, which informed me that my bank account details were incorrect. The Hotline Service of Nepal Red Cross Society coordinated with the district officer to address this issue, and after a day, I received NPR 15,000 cash from Nepal Red Cross Society.

I am very thankful to the Hotline Service for addressing the community's concerns in a timely manner."

Sitaram Khatiwoda

Kavrepalanchok