



Community Engagement and Accountability
(CEA) Catalogue
Americas, 2025

MODULE 5

CEA Trainings

GLOSSARY

CEA (Community Engagement and Accountability): An approach that promotes the inclusion of communities in all phases of a project or response, ensuring that their voices, needs, and rights are considered.

CEA policy: Formal document that establishes an organization's commitments to community engagement, including key roles, responsibilities, and principles.

Checklist: A practical tool that allows for verification that key CEA elements have been considered in a program, emergency, or institutional process.

Code of Conduct: A set of principles and standards of behavior that staff and volunteers must follow in their interaction with communities and during their humanitarian work.

Context analysis: Process of gathering and evaluating information about a community or situation to understand its characteristics, dynamics, and needs before designing an intervention.

Emergencies: Critical situations that require an immediate humanitarian response, such as disasters or social crises, where specific CEA tools adapted to the urgency are applied.

Feedback kit: A tool that allows for the collection, analysis, and response to community comments and opinions in a structured and responsible manner.

Feedback: Opinions, comments, or suggestions that the community shares about an organization's actions, used to improve the quality and relevance of the work.

ICRC: International Committee of the Red Cross. Humanitarian organization that is part of the International Red Cross and Red Crescent Movement.

IFRC: International Federation of Red Cross and Red Crescent Societies. It is the world's largest humanitarian network. We support the local action of the Red Cross and Red Crescent in more than 191 countries, bringing together more than 16 million volunteers for the good of humanity.

Institutionalization of CEA: Systematic integration of community engagement and accountability into the structure, policies, strategies, and operations of a National Society.

Logical framework: A planning tool that defines objectives, results, activities, and indicators for a program or project, facilitating its monitoring and evaluation.

Minimum actions: Set of essential activities that must be integrated to ensure effective community engagement in programs, projects, or emergencies.

Needs assessment: Process to identify the priorities, resources, problems, and aspirations of a community before implementing a program or intervention.

NS (National Society): Red Cross or Red Crescent organization that operates within a specific country as part of the International Movement.

Programs and projects: Medium- or long-term interventions that seek to generate sustainable positive change in communities.

Training: Training sessions designed to strengthen the capacities of staff and volunteers in CEA and other key areas.

Work plan: Document that organizes and schedules activities, responsibilities, and resources needed to implement actions. In this case, CEA.

05 Trainings

Staff and volunteer training is essential to effectively implement community engagement and accountability. This section documents the basic CEA trainings, and complements them with tailor-

made approaches adapted to the needs of each National Society.

IMPORTANT

In the Americas, we adopt the principle of 'CEA inside CEA', ensuring that our trainings are tailored to the specific needs of each National Society. This is achieved through prior consultations with National Societies, where we identify their contexts, priorities and available resources. In addition, all CEA workshops are developed using innovative teaching methodologies, which include practical dynamics. In addition, we promote spaces for participants to come together, such as integration activities and cultural evenings, with the aim of strengthening collaboration among colleagues and forming support networks that will last over time.

⁷ Add transparency, participation, and responsiveness to the National Society's values, mission statement, or statutes. Use the Movement-wide Commitments for CEA on page 21 of the CEA Guide as a guide.

⁸ See Module 6: Community Feedback Mechanisms (page 103 of the CEA Guide) for step-by-step guidance.



Corallo Brothers, IFRC, 2022

5.1 How can I specialize in CEA?

Training course	Objective	Target	Training duration
Three-day training programme on CEA	<p>For staff of National Societies, IFRC, ICRC and Partner National Societies who want to strengthen CEA in their institutional programmes, operations and ways of working.</p> <p>Content:</p> <ul style="list-style-type: none"> • Purpose and benefits of CEA. • How to integrate CEA into the programme cycle. • CEA in emergency operations <p>Institutionalizing CEA.</p>	<p>Those responsible for programme and operations planning and management.</p> <p>For example, senior management, sector heads, programme managers, disaster response managers, PMER, PGI, organisational development managers, branch managers.</p>	<p>Three days.</p> <p>Option for senior managers to join the first half-day introductory CEA session.</p> <p>A fourth day can be added for a self-assessment and planning workshop.</p>
Community engagement training for branch staff and volunteers	<p>Support branch staff and volunteers to improve levels of community engagement in their work.</p> <p>Content:</p> <ul style="list-style-type: none"> • What is community engagement and why is it important? • Communicating with communities. • Community participation. • Community feedback and complaints. 	<p>Branch staff and volunteers, programme assistants. Anyone involved in the implementation of programmes and operations, but not in their planning or management.</p>	<p>Two days</p>
Emergency CEA training courses	<p>It covers the basic aspects that all sectors need to be aware of in order to achieve a good level of CEA within an emergency response operation.</p> <p>Content:</p> <ul style="list-style-type: none"> • Approaches to CEA and how they contribute to and support response operations. • Minimum actions to integrate CEA into each sector's operations. <p>Resources and support available to support CEA in emergencies.</p>	<p>All sectors involved in the planning and execution of emergency response operations.</p> <p>E.g. health, disaster management, WASH, shelter, relief, food security and livelihoods, cash, branch managers.</p>	<p>Available in a one-day or three-hour version.</p>

Training course	Objective	Target	Training duration
One-hour introduction to CEA	A basic introduction to CEA, its role in supporting quality programming, and the minimum actions to integrate it into our work.	Awareness-raising session for staff and senior volunteers.	One hour
CEA briefing session for senior leadership	A short PPT session for senior management explaining what CEA is and the benefits it can have for organisational reputation, funding and partnerships, efficiency, quality and financial sustainability.	Senior officials of the Movement, including secretaries general, directors, heads of sectors and departments, and board and governance.	30-60 minutes Hidden slides that can be included depending on the time available.
Training on communication skills and feedback	<p>To help community volunteers improve their communication skills and manage difficult questions or situations in the community.</p> <p>Content:</p> <ul style="list-style-type: none"> • Why it is important to engage communities well. • Fundamental principles and how they apply to our work with communities. • Communication skills. • How to respond to community feedback and comments. 	Volunteers working with communities	One day
CEA's 'Trainer of Trainers' (ToT) and Evidence-Based Humanitarian Decision Making workshops	<p>Specialised training for volunteers and staff, forming a CEA Network for in-country work.</p> <p>Content:</p> <ul style="list-style-type: none"> • Learning CEA in all its phases, in emergencies, projects and institutionalisation. • Apply feedback tools. • Analyse qualitative and quantitative data. • Present findings visually and persuasively to leaders and coordinators to improve decision-making. 	CEA Trainee Network	3-5 days depending on whether the National Society requests a simulation during the space for better learning.



Scan the QR code or click [here](#) to download the Community Engagement and Accountability (CEA) Guide.



Scan the QR code or click [here](#) to download the Community Engagement and Accountability (CEA) Toolkit.



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