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www.ifrc.org Saving lives, changing minds.

Community engagement and accountability

WHAT IS IT AND WHY DO WE NEED TO COMMUNICATE WITH AND LISTEN TO COMMUNITIES?

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Objectives

❑ **Understanding and revisiting** Community Engagement

  • **WHAT**
  • **WHY**

❑ **Operationalising** Community Engagement

  • **WHEN**: Integration into the Program Cycle
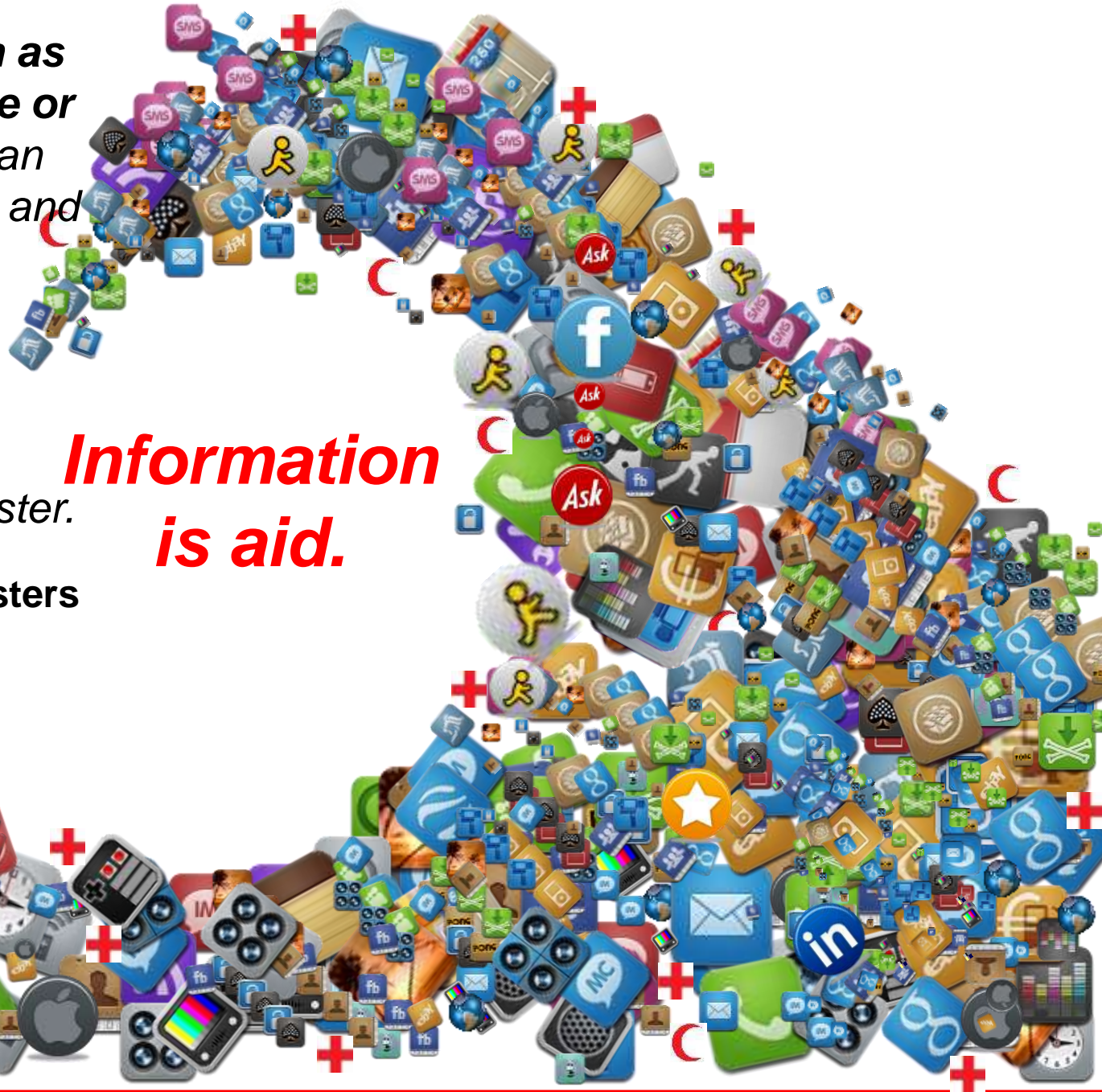 • **HOW**: Channels / Tools

❑ **Examples**

*"People need **information** as much as **water, food, medicine or shelter**. Information can save lives, livelihoods and resources (…).*

Information bestows power. Lack of information can make people victims of disaster.

2005 IFRC World Disasters Report

Information is aid.

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There is a mind-set in the humanitarian sector that communications with communities is not as important as hardware delivery.

Why, when they are gone so quickly, should we ask them how we can improve?" a senior aid worker in Lesbos (Migration crisis – November 2015)

3 in 4

Syrian refugees in Jordan report never being asked if they got the help they needed

1 in 2

conflict-affected **Ukrainians** don't get the assistance they need because they **DON'T KNOW** it's available

9 in 10

Syrians in Jordan have received assistance.

But only

3 in 10

of them found the assistance helpful.

2 in 3

affected people in South Sudan, Jordan, and Afghanistan feel they have **LITTLE TO NO INFLUENCE** on the aid they receive

WHAT

Beneficiary communication

Communication for Development

Communicating with communities

Humanitarian communication

WHAT DOES IT MEAN TO YOU?

#commisaid

Community engagement

Accountability to Affected Populations

Communication for humanitarian action

Two-way communication

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What is it ?

Approach to working and a set of activities that…

❑ place **communities at the hear of what we do**

❑ restore **balance of power** between aid agencies and affected populations

By…

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By providing timely, relevant and actionable life-saving and life-enhancing information to communities through the most appropriate communication approaches.

By reaching, influencing and engaging people in designing and delivering programmes, and listening to their needs, concerns and feedback to ensure they participate and guide Red Cross Red Crescent action.

Strengthening community resilience and **Accountability**

Sharing and promoting **life saving information,** skills and practices

Encouraging **two-way communication** and dialogue

Leveraging peoples's voices and advocating for changes

People and communities **participate**, **take informed decisions** and actions, guide programme implementation, **advocate** and **foster behaviour and social changes**

The ultimate objective is to strengthen people's capacity to **take an active role in resilience building** initiatives by enabling communities to become **more knowledgeable, skilled and connected**, and ultimately bring about the **behaviour and social changes** needed to address risks and underlying vulnerabilities.

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Watch the video

- Info as aid video – Ben comms
- https://www.youtube.com/watch?v=PJwWJ2QzGec

In an emergency response, we need to send information out immediately to as many people as possible (one-way) to possibly:

- Help people make informed decisions quickly
- Protects from harm, saves lives
- PSS tool - calming, empowering
- Take pressure off volunteers
- Supports in coordination of activities etc.
- Prevent further crisis
- Protect homes and livelihoods

2. *Fostering two-way communication and feedback*
2.1 Communication for social & behaviour change

It provides the foundation for improving accountability to communities. It ensures that:

- Provides people with **honest, timely and accessible information** about our programmes/services
- Ensuring **people's voices and feedback** are taken into consideration to improve services
- Listen to **needs, concerns and complaints**
- Promotes dialogue and knowledge exchange
- Lowers tensions and builds relationships
- Great tool against rumours, prejudice etc.
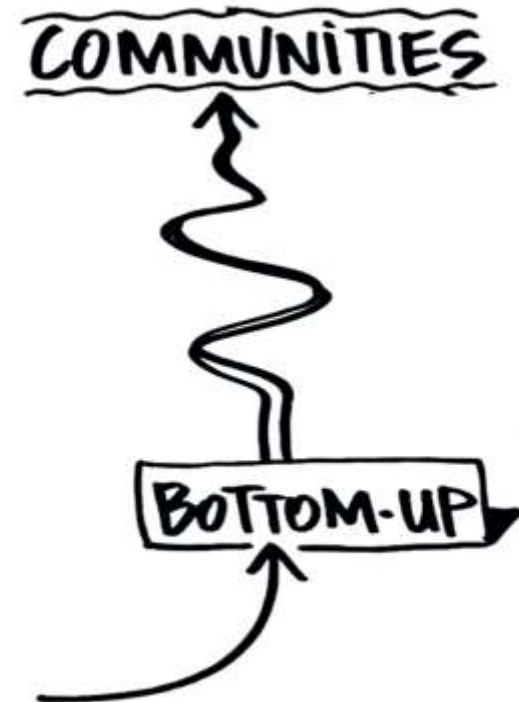- Promotes healthy practices etc.

Why Advocacy?

CEA can help support communities to **speak out about the issues** that affect them and can **influence decision and policy-makers** to implement positive changes.

It links perspectives, feedback, concerns, and voices of people and communities to stakeholders that can enable changes to happen.

Communicating with communities

Information FOR & FROM affected populations,

not ABOUT them (public communication) or about the Red Cross (visibility)

Communication **WITH**   Not communicating **TO**

Engaging **WITH**

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History of Community Engagement and Accountability formerly Beneficiary Communications

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- Indonesia tsunami 2006
- Haiti earthquake & Pakistan floods
- Indonesia, Philippines, Bangladesh and Myanmar….

AFRICA:

- Sierra Leone cholera outbreak
- Ebola outbreak
- East Africa regional post (Burundi, Rwanda, Kenya, Madagascar, South Sudan, Sudan)
- Tanzania Cholera outbreak and Burundi Refugees in Rwanda

Key milestones over 2013-2016

- 2013 **Resolution** DD/6.4/1 on Beneficiary Communication

- 2014 - Kenya Red Cross is the last of six National Societies rolling out the **Trilogy Emergency Relief Application (TERA**

- 2014/15 - Community engagement and beneficiary communication central to the **Ebola response**

- 2015 -2016 – **CEA Framework** and CEA recognized as a core component of the **migration crisis and Zika** Virus outbreak response

- 2016 – IFRC co-led with UNICEF the discussion for the establishment the communication and community engagement platform. IFRC initiated the development of the **first Movement CEA training curriculum.**

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RIGHT
TO KNOW
AND PARTICIPATE

Why Now?

We have power.

Please feel free to charge your phone!

New York (USA)
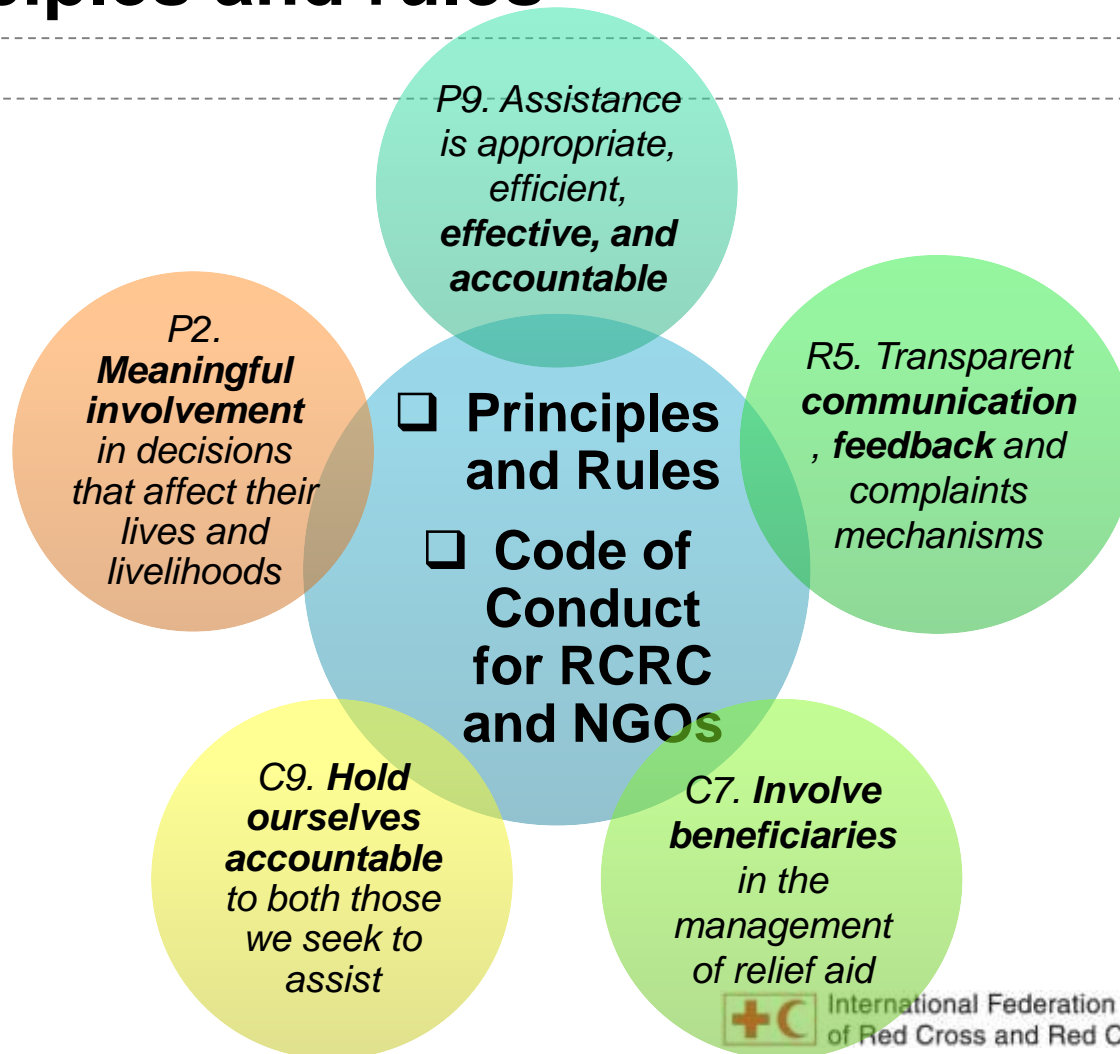Superstorm Sandy
October 2012

Zaatari camp (Jordan)
September 2012

A 21st-Century Migrant's Essentials: Food, Shelter, Smartphone

By MATTHEW BRUNWASSER   AUG. 25, 2015

WE COMMITTED TO IT

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Our principles and rules

Global commitments: WHS and Grand Bargain

- Communication, engagement and accountability has been extensively discussed at the WHS and as a key area in the Grand Bargain document namely the 'Participation Revolution' section. The Movement has pledged to join the 'participation revolution' and invest into greater **communication with and accountability to the people we serve, including through feedback mechanisms and better information management.**

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% of international disaster response operations developed with involvement of affected populations and including a community engagement and accountability component.

Accountability Framework and minimum standards

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...and more importantly

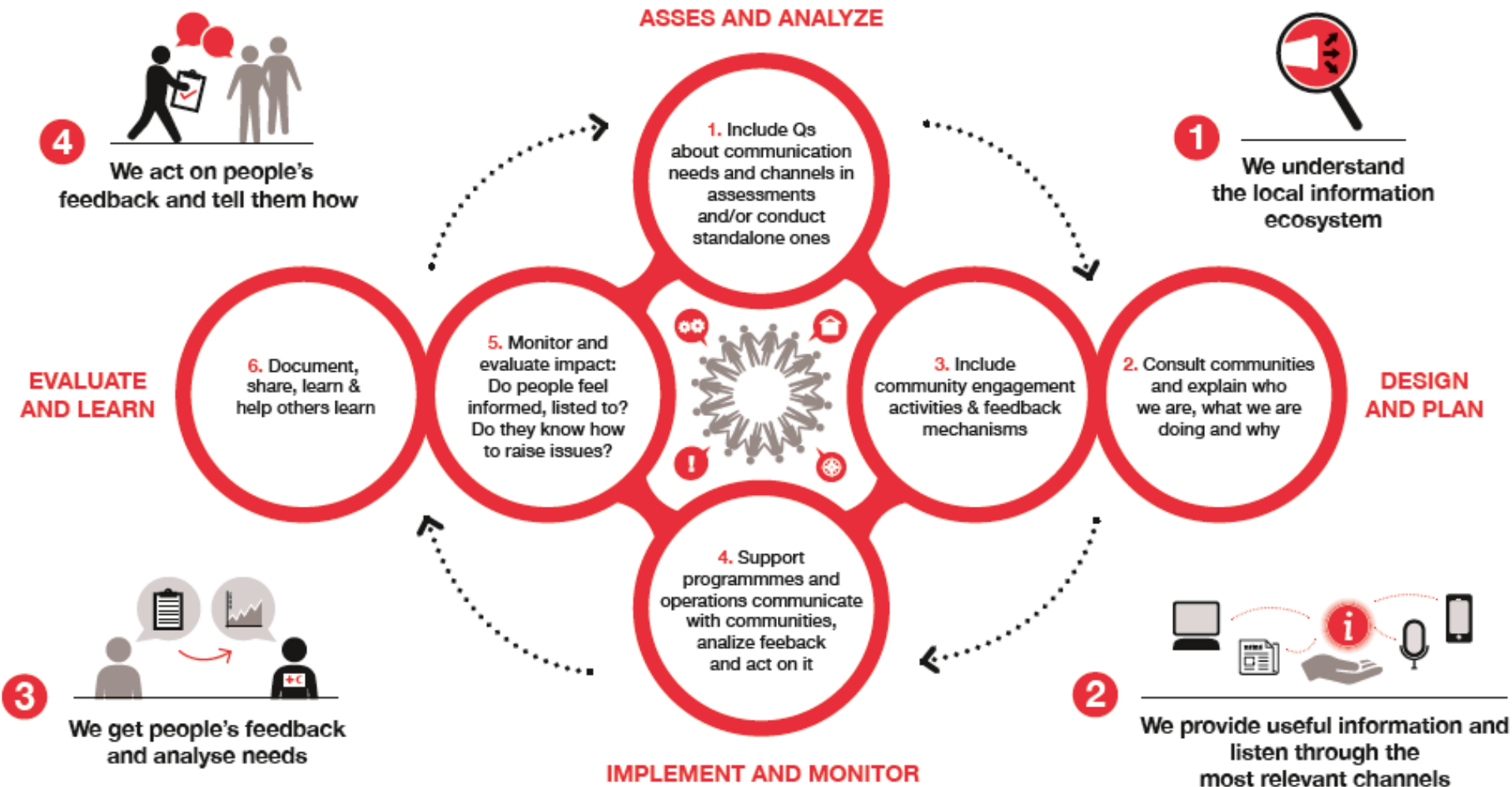|	
More knowledgeable, skilled and connected	• Help to **save lives** • Promote positive behaviour and social change
Safer Access and increased trust	• Improves **acceptance and trust** • Helps **managing communities' expectations**
Accountability to Communities	• Strengthens **accountability** to those we seek to help (=feedback and complains are good!)
Sustainability of programmes	**Community ownership,** longer lasting impact Better, **more effective programming**
Resilience	• Recognises the **community as experts/partners** • Provides **vital psychosocial support** • **Connect people and organizations** to bring about the changes needed

WHEN

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Community Engagement and Accountability in the Programme Cycle

ASSES AND ANALYZE

1. Include Qs about communication needs and channels in assessments and/or conduct standalone ones

DESIGN AND PLAN

2. Consult communities and explain who we are, what we are doing and why

3. Include community engagement activities & feedback mechanisms

IMPLEMENT AND MONITOR

4. Support programmmes and operations communicate with communities, analize feeback and act on it

5. Monitor and evaluate impact: Do people feel informed, listed to? Do they know how to raise issues?

EVALUATE AND LEARN

6. Document, share, learn & help others learn

1 We understand the local information ecosystem

2 We provide useful information and listen through the most relevant channels

3 We get people's feedback and analyse needs

4 We act on people's feedback and tell them how

SUMMARY OF STEPS

→ **Ask communities** how they communicate and what they want to know about

→ Understand the **local media & telecom landscape**

→ Use **multiple formats.** Be aware of digital divide

→ **Be inclusive**

→ Use **language & channels accessible and trusted**

→ **Do not just broadcast**. Engage, foster participation

→ **Be useful**

→ **Act** on people's feedback and let them know

→ **Check** the information is reaching

→ **Document & share** good practices/lessons learnt

→ **Start** small. **Fail** early and forward. **Learn** often

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How do I include CEA in Emergencies?

Step 01: Provision of information-as-aid

- Information on family reunification, how and where to access help, eligibility criteria and when distributions are taking place
- Advice on how people can help themselves
- Contact details and referral pathways from other service providers for people to request support

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How do I include CEA in Emergencies?

Step 02: Assessments

- If possible, choose a few questions, negotiate/integrated and join!
- If not, agree with programs on what can be useful for them (e.g. secondary data review, observations, FGD…)
- Understand risk, vulnerabilities and limits
- Do no harm and NIIHA (Neutral, Independent, Impartial Hum Action)

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The added value of adding CEA questions in ALL assessments:

		Top 3 in order of preference: 1,2,3
# If you wanted to ask questions or raise complaints to an organisation (like the Red Cross) how would you feel most comfortable doing this?	a) Face-to-face with a representative of the organisation (privately)	
	b) In community meetings	
	b) By telephone and speaking to someone	
	c) By writing and posting in a suggestion box	
	d) Through my community committee	
	e) By telephone, but must be anonymous	
	f) By email	
	g) Online through social media like Twitter or Facebook	
	h) I don't feel comfortabl asking questions or raising complaints in any way	
	i) Other	
	Specify:	

- Understand people's **information needs**, what **channels** they use and **trust**
- Understand **people's beliefs, attitudes and practices** on specific issues
- Understand the **power structure, relations and divisions** in the community
- **Who else** is working in the community
- Understand the community's **perception of the National Society**
- **Assess NS' capacity** for carrying out CEA activities
- **Makes implementation easier, ensures buy-in and support, sustainability**

How do people find / want information?
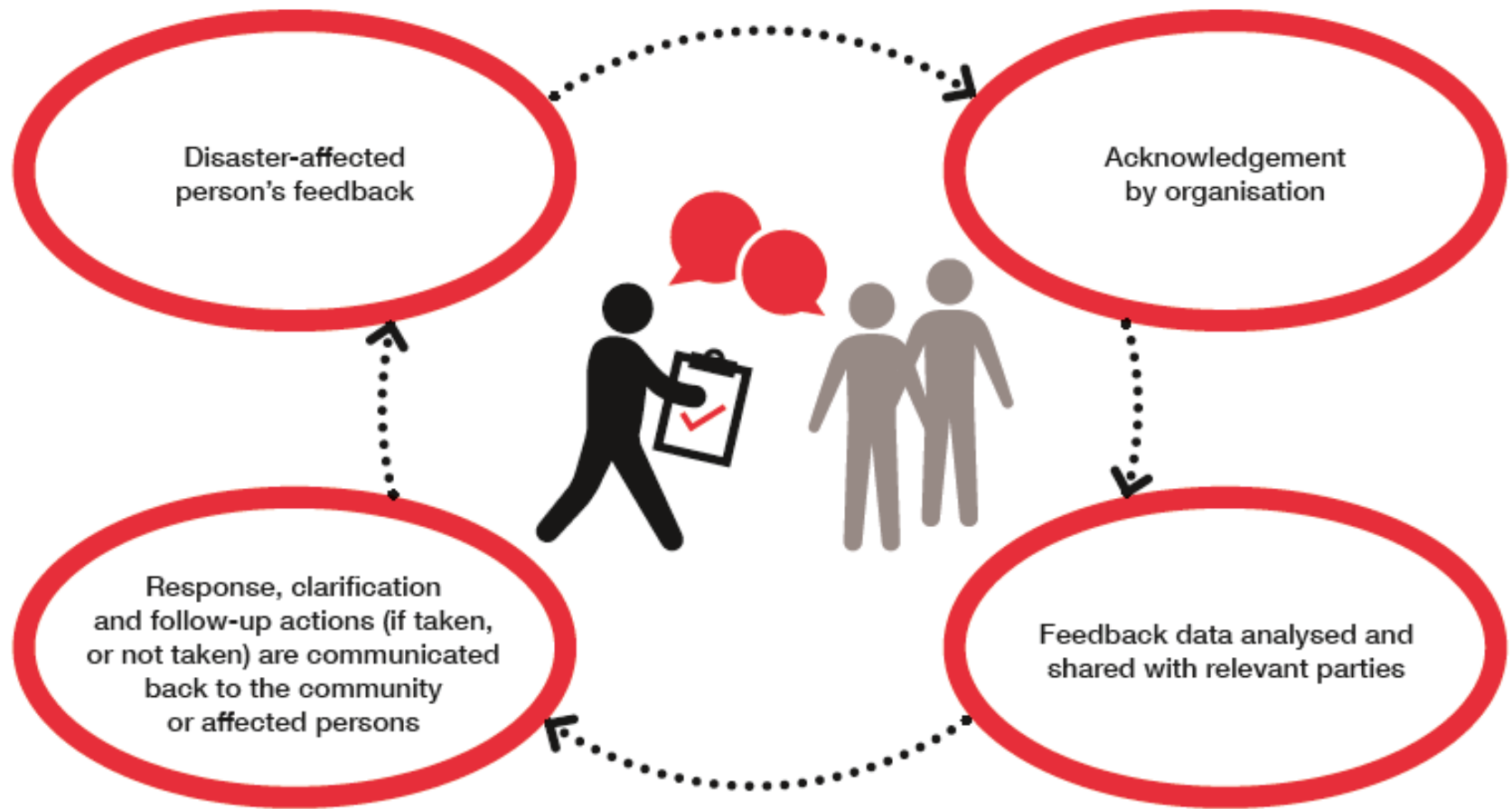

Cherso, Greece. March 2016

How do I include CEA in Emergencies?

Step 03: Accountability to Affected Populations

- Carry out an assessment and check response plans with some of the affected communities before implementation

- Share clear understandable information about the organization, its activities and what communities can and cannot expect.

- Communicate **selection criteria** for those who will receive assistance.

- Set up a feedback system and train all response volunteers on basic communication, complaints handling and PSEA.

- Feedback to operations teams so that they can adjust programing as needed

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Closing the feedback loop

Disaster-affected person's feedback

Acknowledgement by organisation

Response, clarification and follow-up actions (if taken, or not taken) are communicated back to the community or affected persons

Feedback data analysed and shared with relevant parties

How do I include CEA in Emergencies?

Step 04: Working with other agencies

- Find out if there is a CEA working group and participate
- Coordinate with other departments on clusters/thematic meetings
- Ensure that there is a focal person in charge of CEA

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Something more on Messages

and Two-way communication/Feedback

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Messaging ≠ Communication

Shifts in Communication Approaches

Before: | **Now:**

Messages | *Dialogue*

Individual change | *Collective social change*

Expert-driven solutions | *Community-driven solutions*

Ad hoc | *Systematic, evidence - based, long-term*

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What is the difference between messages for each component of CEA?
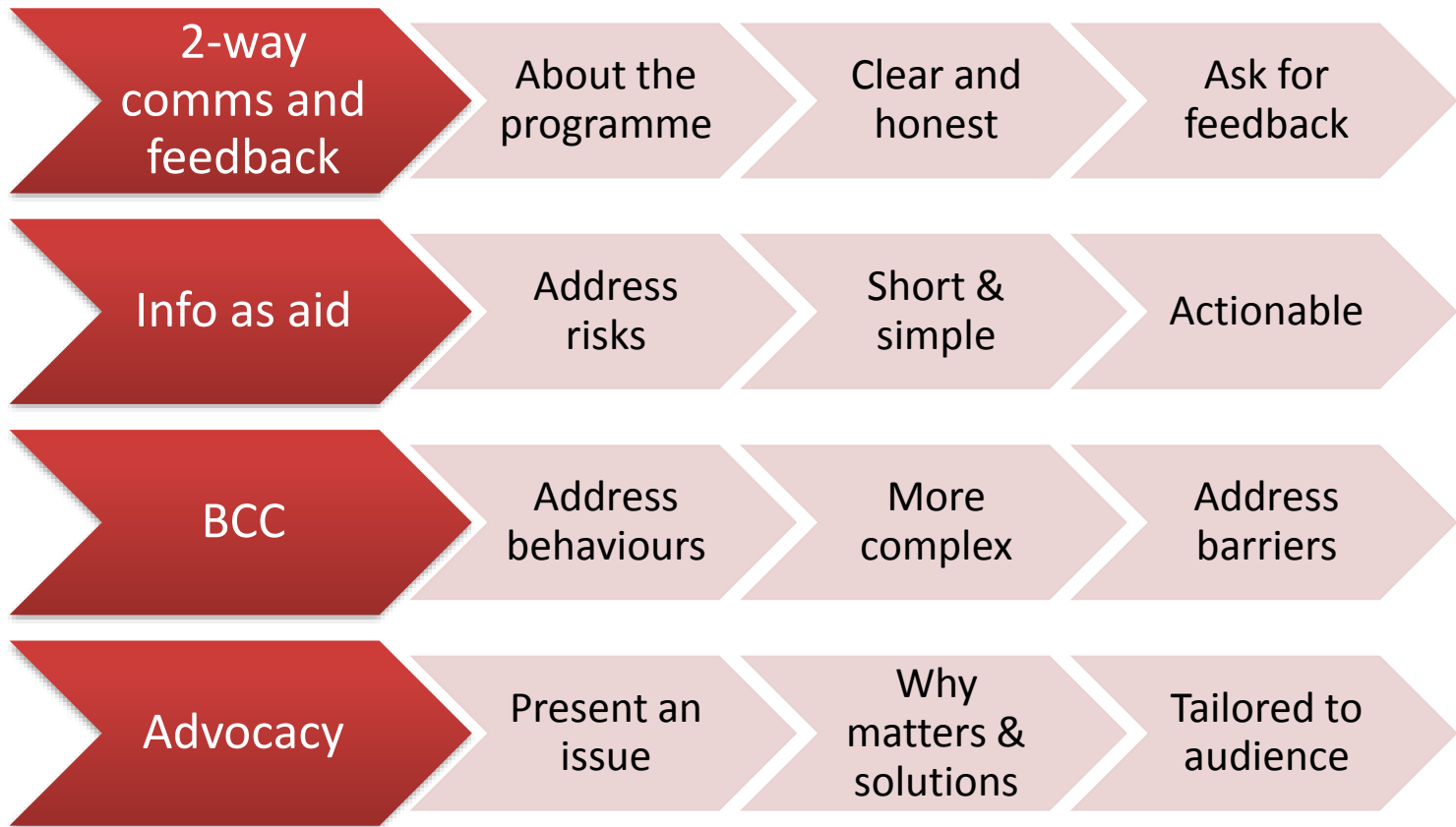
2-way comms and feedback	About the programme	Clear and honest	Ask for feedback
Info as aid	Address risks	Short & simple	Actionable
BCC	Address behaviours	More complex	Address barriers
Advocacy	Present an issue	Why matters & solutions	Tailored to audience

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CEA Messaging in emergencies is a bit different than messages for development programming – **they must communicate the threat in a way that calls people to action immediately.**

17 16 ♥ 26 •••

Sri Lanka Red Cross @SLRedCross · May 27
ALERT - Water levels of ... a, Nilwala Ganga and ... the verge of over...

Communicate a threat

ALERT

PEOPLE LIVING ON THE RIVER BANKS AND LOW LANDS ADVISED TO BE VIGILANT

17 46 ♥ 15 •••

Targeted messaging example for Haiti operations.

TERA

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"Red Cross: [HAZARD] warning for [DAY] in [PLACE]. Disconnect electricity and gas lines."

"Red Cross: Heavy rain alert for [DAY] in [PLACE]. Your area on risk of landslides. If you hear rumbling noises leave immediately area."

LOST?

Are you looking for your family?

Recherchez-vous votre famille?

هل تبحث عن عائلتك؟

آیا در جستجوی بستگان خود هستید؟

RESTORING FAMILY LINKS

CALL

Contact us

Contactez-nous

أتصل بنا!

با ما تماس بگ

Call in Lesbos
+30 694 3858082

http://www.familylinks.icrc.org

Red Cross Hotline Number
+30 210 514 04 40

FIND

8:00am am till 8:00pm Monday to Fridays *
Arabic, Farsi, and French speaker *
We can call you back *
The service is free and confidential *

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Simple: short text and use image

- Be **accessible** and **appropriate** to the context (channel, language…)

Caroline Austin and 1 other Retweeted

ICRC @ICRC · 26 Apr 2015
#NepalQuake #tips: Wear sturdy shoes, gloves, trousers & long sleeved shirts if you can. It will help prevent injuries #commisaid

↩ ↻ 75 ♥ 32 •••

Paulo Coelho and 2 others Retweeted

ICRC @ICRC · 26 Apr 2015
#NepalQuake #tips: #Mobile networks may be down/overloaded. Use mobile only for emergency calls. #Text #WhatsApp instead #commisaid

↩ ↻ 135 ♥ 62 •••

Irma Álvarez Rojas liked

ICRC @ICRC · 26 Apr 2015
#NepalQuake #tips: Listen to the #radio or #TV for latest emergency information. Rumours can also hurt #commisaid

↩ ↻ 26 ♥ 16 •••

Rosemarie North and 3 others Retweeted

ICRC @ICRC · 26 Apr 2015
#NepalQuake: Those sharing pix on the ground, you may consider activate GPS location on your phone/camera if sharing #crisismap #commisaid

↩ ↻ 154 ♥ 42 •••

Reach as many people as possible

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…SO WHY DO WE DO IT? A reminder

- **Increases trust** and communication with communities through greater transparency
- **Enables identification of problems** and issues so they can be dealt with early on
- Increases ownership of the response among community members
- **Saves money**, as good accountability helps find out what people need most instead of wasting funds on items that may be less useful
- Helps ensure the most vulnerable are reached
- Improves safety and security
- Deters fraud

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BUT WHICH CHANNEL SHOULD WE USE?

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TOP TIP: ASK THEM!

It's never 1 channel that will make the difference, it's the blending together of several

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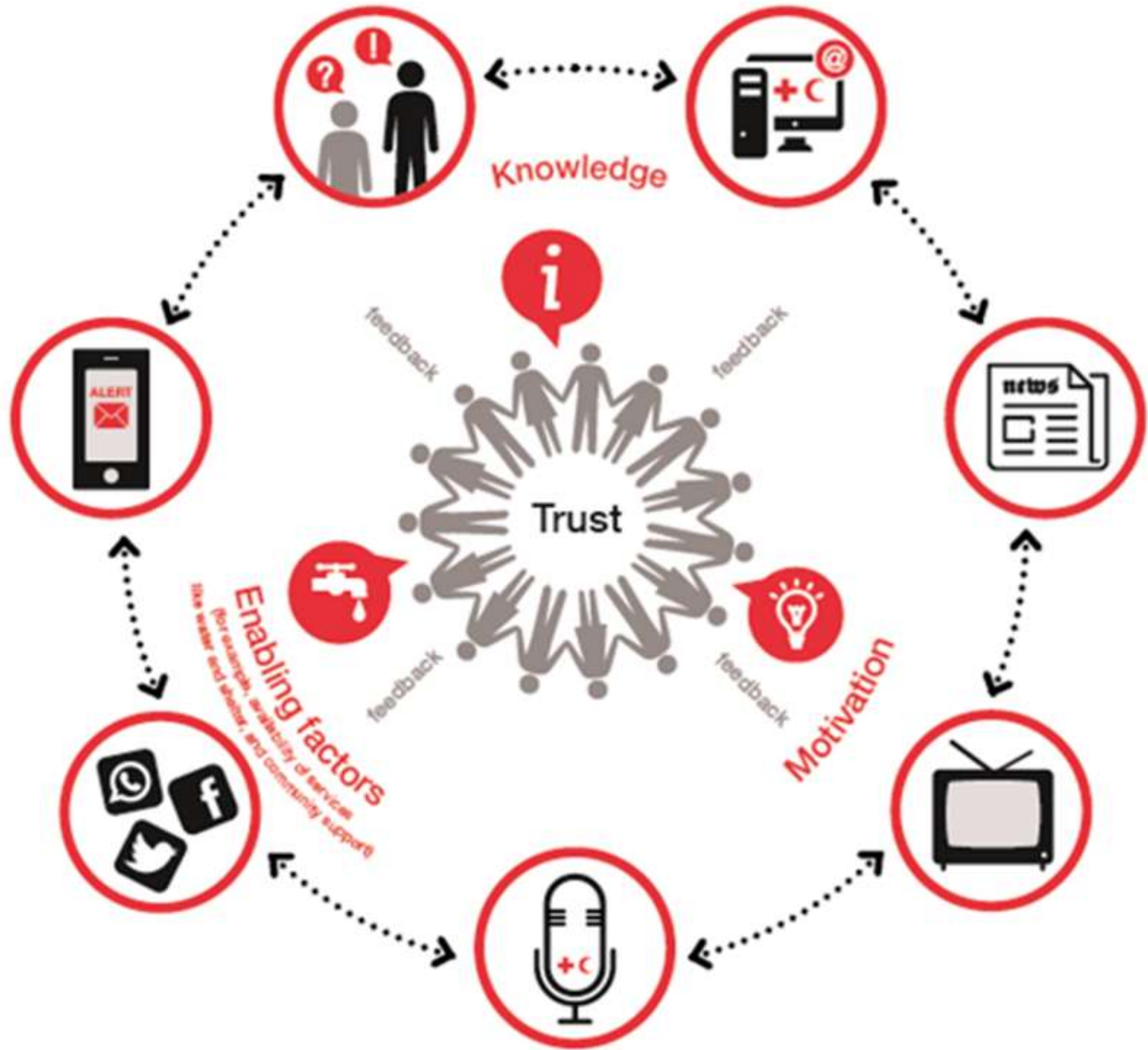
Use a mix of both traditional and technology

- Print (posters, leaflets, flyers)
- Notice boards
- Sound trucks or megaphones
- Volunteer mobilisation
- Community committees/meetings
- Community drama/theatre
- Mobile cinema
- Radio and TV
- Distributing radios and listening groups
- SMS and telephone lines
- Social media
- Monitoring community satisfaction

What are the CEA tools and how do they support programs? *TERA SMS*

- Direct access to send SMS by location or telephone number
- Launched first in Haiti launched in Kenya in 2015
- Health and disaster preparedness information in advance of risk seasons
- Fast, direct emergency warnings
- 2-way for surveys and automated response to requests for information
- Haiti: 100m SMS sent, 90% acted on information received
- Kenya 72m SMS sent between July and December

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CEA Toolkit + Manual due in September

ASSESSMENT

- Assessment checklist and methods
- CEA questions for assessment, baselines, monitoring and evaluations
- General steps to analyse information
- National Society capacity assessment form
- Guidance on running a focus group
- Q&A for assessment volunteers on Red Cross roles and responsibilities

PROGRAMME PLANNING

- Template CEA plan, indicators and budget
- Matrix of different communication channels
- Checklist of information that should be shared with communities
- Message development tool & message library
- Tips on holding community meetings and how to use information and feedback.
- Template terms of reference for communities

IMPLEMENTATION & MONITORING

- Template programme information leaflets and posters
- Training for staff and volunteers on communication skills and improving engagement.
- Tool for setting up and managing feedback and complaints mechanisms
- Exit strategy guidance

EVALUATION

- Options for sharing evaluations with communities.
- Guidance on running a lessons learned workshop.

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EXAMPLES

How to include CEA in emergencies - example: South Sudan complex appeal

- Communication questions in assessments
- Training for frontline volunteers on code of conduct and managing complaints
- Establishing a feedback mechanism
- Beneficiary satisfaction monitoring
- Weekly live radio chat show
- Speakers in Tong Ping
- Mobile cinema

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Examples – Behaviour /Social Change Communication

- Mobile cinema in support of cholera and malaria prevention in **Burundi, Rwanda, Sierra Leone and South Sudan**
  - Combines hygiene promotion, debates and films
  - Delivered in vulnerable communities
  - Reach average audience of 500 people
  - 26% increase in knowledge in Rwanda

Examples – Two Way Communication & Feedback

- Complaints and questions line for the shelter program in Haiti
- Call-in section of the radio shows
- Automated phone line in Haiti for surveys
- Minimum Standards project in East Africa
- Complains and feedback mechanism in Bangladesh and Myanmar
- Hotline in Sierra Leone; Nepal and Burundi

Examples – Information as Aid

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DURING EBOLA:

- Sierra Leone TERA: 8m SMS sent on signs, symptoms and tackling fear and stigma
- National weekly radio show with live audience debate discussing myths, rumours and people's experiences
- Regular local radio shows focusing on district-level response and issues
- Communication training for volunteers, especially those in the dead body management teams
- Liberia rumours tracking ('DeySay')

Humanitarian audio service pilote[d in] partnership with local radio.

Making invisible services visible: RFL, PSS

Making communities aware that [we] are a source of reliable informati[on]

Inclusive with information from ot[her] agencies

يتحتم على جميع الأطراف المنخرطة في القتال أن تحترم وتوفر الحماية لطواقم الإنسانية والطبية التي تقوم بإنتشال رفات القتلى في أي زمان ومكان

19:35

Humanitarian and medical personnel recovering mortal remains in a conflict must be respected & protected at all times.

19:38

Sat, Sep 19

Under the Laws of War, parties must look for the dead, protect their belongings, & rapidly hand them to their families. ICRC- Yemen Delegation

بموجب قوانين الحرب، يجب على أطراف النزاع البحث عن الموتى، وحماية متعلقاتهم الشخصية، وسرعة تسليم جثثهم الى عائلاتهم. اللجنة الدولية

قام فريقنا بتوزيع مساعدات غذائية على 1645 نازحاً لدى الأسر المقيمة في مديرية التواهي عدن.

Our team distributed yesterday food aid to 1645 displaced people in Al-Tawahi, Aden District

21:28

21:28

تساعد اللجنة الدولية المدنيين المتضررين من النزاع وحالات العنف الأخرى. وتوفر اللجنة الدولية الإمدادات العاجلة والرعاية الصحية والمياه والفرص المدرة للدخل لعشرات الآلاف من اليمنيين.

WhatsApp
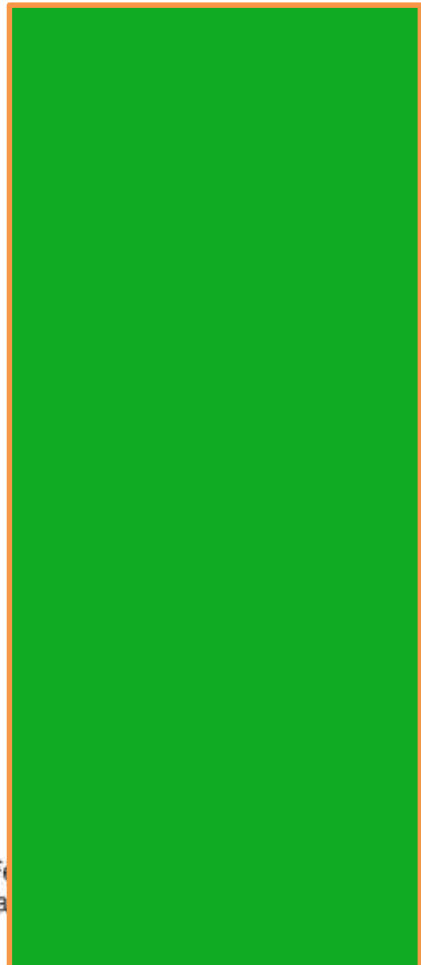
Examples – Evidence-Based Advocacy

Community consultations/meetings

- Kenya RC consulting communities using the 'people first approach'
- Madagascar: strengthening women engagement into the decision-making thought local committees

Citizen engagement technology

- U-Report: IFRC and UNICEF are partnering
- TERA

- **USEFULL RESOURCES**

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PLANNING: This folder has examples of narrative, activities and indicators for appeals:
https://www.dropbox.com/sh/l28sxn44z6e1plb/AAAvfknvW_RVU7Em61_5DLFZa?dl=0

IMPLEMENTATION & MONITORING

- Template programme information leaflets and posters
- Training for staff and volunteers on communication skills and improving engagement.
- Tool for setting up and managing feedback and complaints mechanisms
- Exit strategy guidance

EVALUATION

- Options for sharing evaluations with communities.
- Guidance on running a lessons learned workshop.

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Sources of more information

Movement **DRAFT CEA Guide** (July version – not for circulation):
https://drive.google.com/drive/folders/0BwQNIwqdMLrkTTI2d2RaczNLTmc

CEA Tools and infographics: http://claxhammer.wix.com/rcrc-cea#!blank/crp9l (temporary website)

ICRC/IFRC **CEA contacts**: https://docs.google.com/spreadsheets/d/1tN65A9potrCef4AewZAG9tuwMoPAX0KvT5-qYlonQWg/edit#gid=0

IFRC CEA resource Fednet **library** https://fedteam.ifrc.org/global/collaboration/disasters/bc/default.aspx

IFRC CEA **community of practice** https://fednet.ifrc.org/en/communities/communities-of-practice/Home/?clubId=39&c=&q=

IFRC/ICRC **CEA Facebook pa**ge https://www.facebook.com/groups/587239731349669/

IFRC **CEA website** (TO BE UPDATED) http://www.ifrc.org/en/what-we-do/beneficiary-communications/

IFRC **You Tube Channel** – films on beneficiary communication
http://www.youtube.com/playlist?list=PLrI6tpZ6pQmTuWgH38XkEoLGjZytfUdAR

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Thank you!