Collective service | Risk Communication and Community Engagement

DAY 2
RCCE CROSS-BORDER TRAINING, EAST AFRICA

WELCOME AND RECAP

WELCOME AND RECAP DAY 1

MODULE 4: ASSESSMENT

- Outbreak trends in ESAR
- GOARN and the Collective Service
- Evidence Tracking Framework and RCCE Data in SitReps

RCCE IN SURVEILLANCE

MODULE 5: COORDINATION

- Context analysis
- Using Secondary Data

FEEDBACK

REFLECTIONS FROM COORDINATION

What was important to you from the Coordination session?

How will you integrate these ideas into your work?

DAY 2 OVERVIEW

8.30 Welcome and Recap Day 2

**9.00 Module 6 Implementation
-Community Feedback**

12.00 RCCE and Case Management

**1.30   Module 7 Implementation
-Social Science**

Evidence Tracking Framework

- **FGDs start today (lunch and after training)**

Please help by taking our survey on RCCE Evidence.
Scan the code to access the survey.

MODULE 5.1
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IMPLEMENTATION – COMMUNITY FEEDBACK

LEARNING OBJECTIVES

1. Understand what is community feedback and why it is essential for effective outbreak response

2. Understand how to setup and manage a feedback mechanism, including the key steps in recording, analysing, visualising, sharing and acting on feedback

3. Gain familiarity with the components of an inter-agency feedback mechanism

4. Be able to articulate why cross-border collaboration on sharing and using feedback data can benefit an outbreak response

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WHAT IS COMMUNITY FEEDBACK?

- Any information shared by community members

- Questions, suggestions, requests, observations & beliefs, concerns and sensitive issues, appreciation

- Positive, neutral or negative

- Includes:

  - Open feedback received through meetings, hotlines, house visits

  - Structured feedback through surveys, FGDs

  - About our activities, behaviours, the situation in the community, or topics relevant to our work

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WHAT IS COMMUNITY FEEDBACK?

Where can I register for assistance?

You should hire more local staff

The polio vaccine will make you infertile

I had to pay to be added to the distribution list

We really enjoy your radio shows

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WHAT IS COMMUNITY FEEDBACK?

Where can I register for assistance?	What people want to know, highlights information gaps	*Question*
You should hire more local staff	Requests for help or ideas for what we could do better or differently	*Request or suggestion*
The polio vaccine will make you infertile	What people think and understand about the situation or specific issue, including rumours	*Observations, beliefs or perceptions*
I had to pay to be added to the distribution list	Problems with our services or staff, the situation in the community, or other organisations	*Reports of concerns, incidents or complaints*
We really enjoy your radio shows	Positive feedback highlighting what people appreciate and should be continued	*Encouragement or praise*

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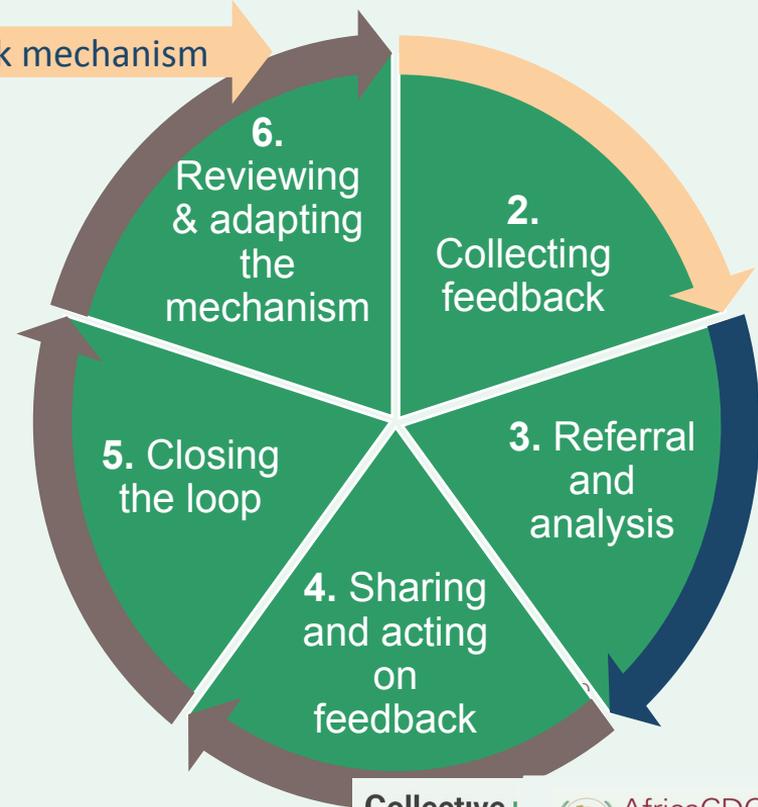
WHAT IS SENSITIVE FEEDBACK?

- Any information that can put the person sharing it, or others linked to it, at risk of harm including:

    - Protection concerns in the community: violence, corruption by community leaders, security threats

    - Concerns about the behaviour of staff and volunteers of your own agency or other aid agency: Sexual exploitation and abuse, child safeguarding, corruption, breach of the Code of Conduct

- Needs to be handled with care – including how it is collected, shared, stored and referred

- We must report and refer sensitive feedback

- Feedback mechanisms support safeguarding

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WHAT IS A FEEDBACK MECHANISM?

Why are they important in public health outbreaks?

- Ensure the right topics are communicated
- Helps improve quality
- Address problems before they escalate
- Report sexual exploitation and abuse and corruption
- Avoids wasting time and resources
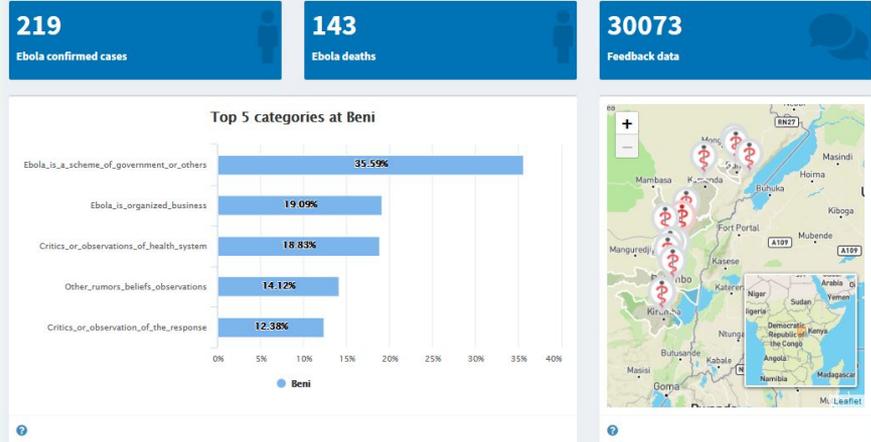- Referral system for volunteers
- It's people's right

1. Building your feedback mechanism

6. Reviewing & adapting the mechanism

2. Collecting feedback

3. Referral and analysis

4. Sharing and acting on feedback

5. Closing the loop

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AN EXAMPLE FROM DRC RED CROSS

Feedback dashboard in DRC

219	143	30073
Ebola confirmed cases	Ebola deaths	Feedback data

Top 5 categories at Beni

- Ebola_is_a_scheme_of_government_or_others — 35.59%
- Ebola_is_organized_business — 19.09%
- Critics_or_observations_of_health_system — 18.83%
- Other_rumors_beliefs_observations — 14.12%
- Critics_or_observation_of_the_response — 12.38%

0% 5% 10% 15% 20% 25% 30% 35% 40%

● Beni

Bunia, DR Congo: DRC Red Cross volunteers regularly engage with students, providing critical information about Ebola and how to prevent other major diseases. It also gives opportunities for students to ask questions and provide feedback to volunteers who share this in the community feedback system set up with IFRC and CDC

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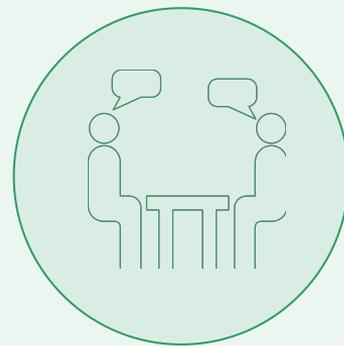Centres for Disease Control and Prevention

GROUP EXERCISE
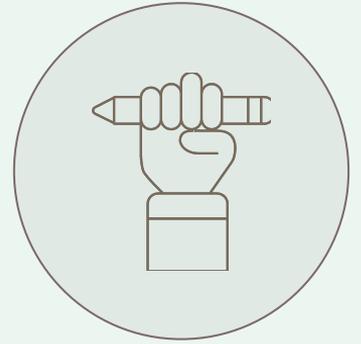
Steps to build a feedback mechanism

- Each group will receive 9 cards with the steps for building a feedback mechanism

- Take 10 mins to discuss what order they should go in

Steps to build a feedback mechanism

Did you agree?

- Get the buy-in you need
- Determine the scale of your feedback mechanism
- Define your communication channels
- Determine how you will document the feedback
- Map and design information flows
- Agree on roles, responsibilities and timeframes
- Identify the resources you will need
- Train and brief staff and volunteers
- Advertise the mechanism

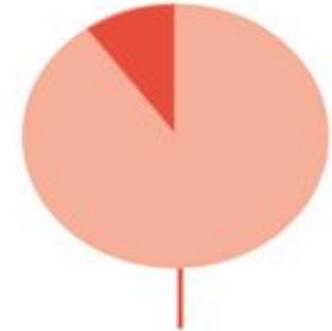**Involve the community at each step!**

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and Prevention

WHAT IS THE BIGGEST CHALLENGE OF RUNNING A FEEDBACK MECHANISM?

Have you received a response to a suggestion or complaint?

Affected people
42%
Yes
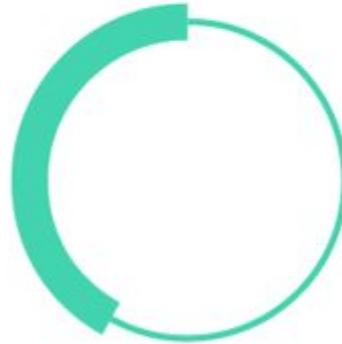
Only around
10%
of Ground Truth survey respondents trusted complaint mechanisms to deliver some form of redress.

ACTING ON FEEDBACK!

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COLLECTING COMMUNITY FEEDBACK

Example COMMUNITY FEEDBACK FORM

Date of receiving the feedback:	Volunteer 1: M / F Volunteer code:	Volunteer 2: M / F Volunteer code:
District/State/Region/City:		
Village/town:		
Feedback channel:		

INTRODUCTION

1. Introduce yourself and your organization
2. Explain the purpose of your conversation and/or the purpose of recording the feedback, how this feedback is going to be used and who it will be shared with.
3. Explain that this information will be treated confidentially.
4. Ask for consent to share the feedback, and for this information to be written down. Only write answers if it is clear that the person understands, and gives informed consent.

Record each feedback comment in the words it was shared, and the language it was shared in. If it is shared during a group conversation, only record it once if the same comment is shared several times.

Age 1: 0-17 yrs 2: 18-59 yrs old 3: 90 and above 4: preferred not to indicate 5: mixed group 6: unknown	Gender 1: Female 2: Male 3: preferred not to indicate 4: mixed group 5: unknown	Diversity 1: Disability 2: Ethnic minority 3: Pregnant or lactating woman 4: preferred not to indicate 5: mixed group 6: unknown	Language 1: Language 1 2: Language 2 3: Language 3	Feedback comment	Type of feedback 1: Questions 2: Suggestions or requests 3: Observations, beliefs, perceptions 4: Encouragement and praise 5: Reports of concerns or incidents 6: Incomplete feedback	Sensitivity 1. Sensitive 2. non-Sensitive 3. To be clarified	Criticality 1: Urgent action required 2: Action required 3: No immediate action required 4: to be clarified	Action taken

stricted

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FEEDBACK LOGBOOK

An example of a feedback logbook which can be adapt to different contexts:

DATE	COUNTRY	Administrative level 1 PROVINCE/STATE/REGION	Administrative level 2 DISTRICT/MUNICIPALITY /DEPARTMENT	Administrative level 4 VILLAGE/SETTLEMENT/ TOWN	ID CODE of data collector	FEEDBACK CHANNEL, through which the community feedback was received	SEX of people providing the feedback	AGE RANGE	Other DIVERSITY factors	LANGUAGE
2022-10-15	Baruna	Condechi	Hipster	Sector 2		PDM	Female	Adults (18-29)		Barunasi
2022-10-25	Baruna	Condechi	Hipster	Sector 2		Face-to-Face	Male	Adults (18-29)		Barunasi
2022-10-25	Baruna	Condechi	Hipster	Sector 2		Face-to-Face	Male	Adults (18-29)		Barunasi

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CODING FEEDBACK DATA

- Coding helps us make sense of open, unstructured feedback comments (qualitative data)

- Codes help us understand the main issues being raised and makes data more actionable and useable

- Data should be coded as close as possible to where it was collected to help interpretation

No.	Feedback Comments/Quotes	Type of Feedback	Category	Code
1	"The vaccine will change the DNA in the body and when people will have children, they will be sub human beings- creating another race"			
2	"We will wait and see what will happen to the people who have taken the vaccine. If nothing happens then that is when we will as well be vaccinated"			
3	"We are still worried that the vaccine can either cause infertility or death"			
4	"You shouldn't take OTC medicines while pregnant with child, but taking an experimental vaccine is okay??"			
5	"Forcing us to take this vaccine is surely going to bring chaos, why force when the stock available is not enough for everyone"			
6	"I got vaccinated around August. Now experts are saying "they don't know if vaccines work against the new variant". We are being taken for a ride here. Honestly."			

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ANALYSING FEEDBACK

What would you analyse in feedback data?

Key themes	Disaggregate
• Common topics • Common types • By sector/programme • Rumours or misinformation • Changes over time • # of feedback comments answered or referred	• Sex • Age • Disability • Location • Channel • Any outliers

Good analysis takes time and everyone's involvement!

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EXCEL ANALYSIS TOOL
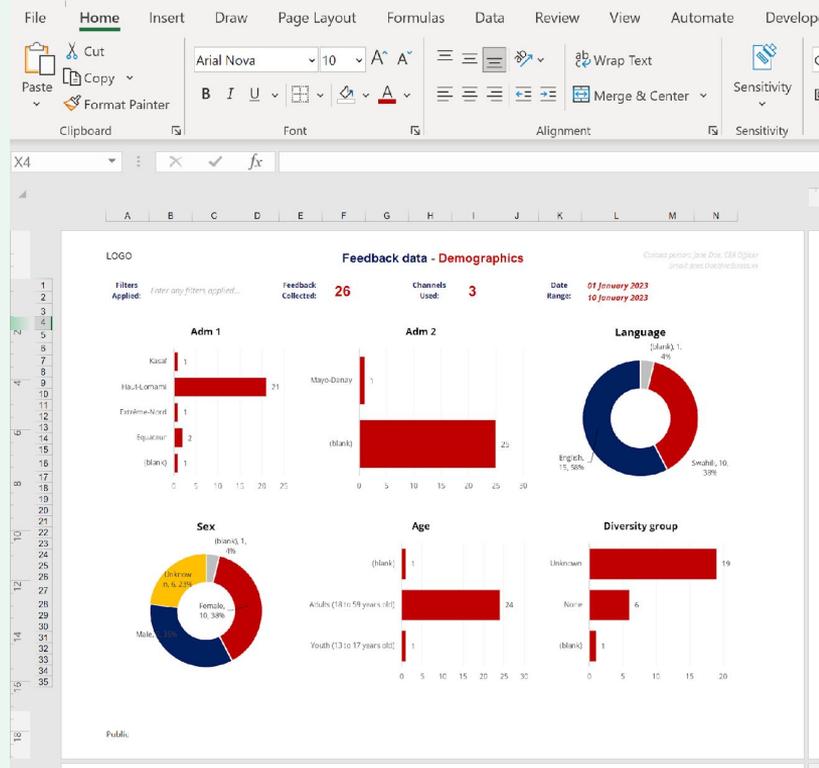
- **Purpose:** to facilitate the analysis of coded feedback data

- **Why Excel:** accessibility and flexibility

- **Access:** a template version is publicly available and can be adapted to the context

- **Who:** it can be used by anyone to analyse feedback in Excel – for those who don't have an online dashboard

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FEEDBACK | TABLE | 4W

Operation
All

Organization
All

99 — **100%** Analyzed — **5** Partner

THEME
- Observations Or Beliefs Abou... 11%
- Appreciation Of Activities Ser... 8%
- Observations Or Beliefs Abou... 8%
- Suggestions 8%
- Requests 7%
- Questions About Vaccines 6%
- Observations On General Sit... 5%
- Other Questions 5%
- Questions About The Disease 4%
- Beliefs About The Disease Ou... 3%
- Comments On Scope Scale O... 3%

CATEGORY OF FEEDBACK
- Suggestion 10%
- Appreciation of activities serv... 8%
- Request 8%
- Statements indicating suspici... 6%
- Other questions 5%
- Statements indicating non-ac... 5%
- Observations of adherence t... 4%
- Belief about the nature and e... 3%
- Beliefs about behaviors that c... 3%
- Encouragement to continue t... 3%
- Request for responsive gover... 3%

TYPE OF FEEDBACK
- Observations, perce... 20%
- Observation percept... 19%
- Questions 18%
- Request or suggesti... 18%

DIVERSITY FACTORS
- None 65%
- (Blank) 17%
- Youth 7%
- Pregnant/lact... 6%
- Ethnicity 3%
- Unknown 1%

AGE
- Unknown 61%
- 18-35 22%
- Adults (18 to 59 y... 9%
- Mixed 4%
- 36-59 1%
- Mixed group of p... 1%
- Youth (13 to 17 ye... 1%

GENDER
- Female 10%
- Male 13%
- Mixed 15%
- Unknown 61%

CHANNEL
- Com... 7%
- FGD 8%
- other 9%
- Field social ... 64%

STATES
(map)

STATES
- Pibor 61%
- Central Equatoria 34%
- Jonglei 5%

LANGUAGE
- Other 66%
- (Blank) 17%
- Arabic 8%
- Bari 7%
- English 1%

COUNTY
- Pibor 61%
- Juba 26%
- Yei 8%
- Bor South 5%

TIMELINE
Jan 2023 — Apr 2023 — Jul 2023

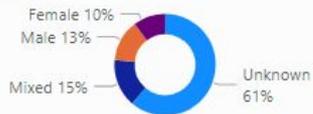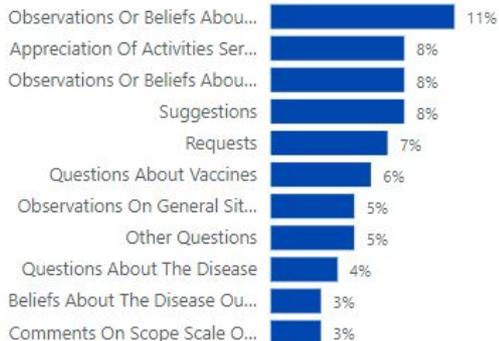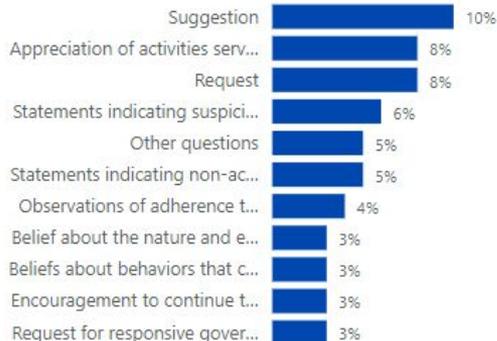**Contact**
Mary Obat: mobat43@gmail.com or
Vololomanitra Belalahy: vbelalahy@unicef.org
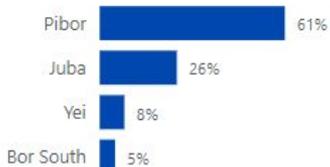
With support of the Collective Service

Map labels: Western Bahr el Ghazal, Northern Bahr el Ghazal, Abyei Area, Ru... Area, Unity, Upper Nile, Warrap, Jonglei, Lakes, Pibor, Western Equatoria, Central Equatoria, Eastern Equatoria
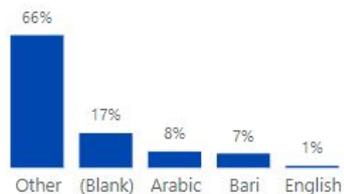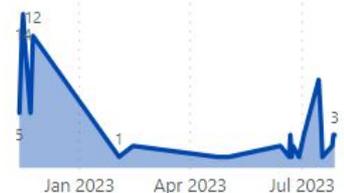
DISCUSSING COMMUNITY FEEDBACK

- Why do we need to discuss feedback?
- Where can we do this?

INTERNAL MEETINGS	EXTERNAL MEETINGS	COMMUNITY MEETINGS
• Make feedback a standing agenda in team meetings • Feedback working group • Bilateral meetings	• Interagency meetings • Feedback working groups • Bilateral meetings with partners and stakeholders	• With key representatives • With the whole community • Share key topics and discuss with communities what action to take

SHARING FEEDBACK

1. Methodology – builds trust in the data
2. Analysis of key trends and topics

   - Most common topics raised
   - Differences across groups, channels and locations – including outliers
   - Changes over time

3. Feedback quotes bring it to life
4. Initial recommendations on how to act
5. Actions taken to address previous recommendations
6. Summary at the start for longer reports

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AN EFFECTIVE INTERAGENCY FEEDBACK MECHANISM IS...

- Accessible to all groups for use – reaching the last mile
- MoH and partners are fully onboard and agree to support the management of the mechanism
- There is a systematic process in place for collecting and analysing data in a timely manner
- There is an agreed process for routinely sharing feedback trends across response clusters
- All stakeholders take the initiative to address community complaints, questions, concerns, suggestions and rumours received
- Sustainable and can be used to support other public health emergencies
- Community insights are used to inform response decisions, policies, and changes overtime

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ROLES AND RESPONSIBILITIES IN MANAGING INTERAGENCY COMMUNITY FEEDBACK MECHANISMS

MoH

- The custodian and overall lead
- Establishes standards and procedures to ensure feedback mechanisms are properly managed and data is being used
- Oversees the collection, analysis, interpretation and response to community feedback

Partners

- Ensure CFM is well advertised
- Ensure field teams are equipped with skills, knowledge and tools to engage communities and gather feedback
- Contribute to data collection, analysis and response
- Reviews programmes to remain relevant where needed
- Advocates for the inclusion of community insights into decision-making processes and policy development
- Reviews if response efforts remain relevant based on community insights and feedback trends

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TRACKING ACTION

INTERAGENCY COMMUNITY FEEDBACK ACTION TRACKER

This table keeps track of the recommended actions to address community feedback received by the interagency community feedback team in Zimbabwe.

REPORTING PERIOD	TOPIC	ISSUE	RECOMMENDATION	Pillar/Sub committee
Date when the action was agreed upon	*Topic the action relates to*	*Short description of the issue which is to be addressed*	*Short description of the suggested action to be taken*	*Response pillar or sub committee esponsible for taking action*

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CASE STUDY: ZAMBIA CHOLERA OUTBREAK 2023 - PRESENT

- Increasing cases, especially in Lusaka hotspots with high case fatality rates linked to late health facility attendance
- Community feedback from families highlighting overall good levels of knowledge
- Price of chlorine almost doubled during the outbreak
- Most people at risk of cholera are the least likely to afford to protect themselves

"We need chlorine"

Other troubling feedback from community:

- People using kachazu (homemade spirit) to prevent and treat cholera, including babies
- Some had taken themselves/ loved ones to health facilities: given antibiotics and sent home
- Transport was very challenging: roads were impassable, local taxis wouldn't collect people, $$
- Belief that the central CTC delivered very poor care and you would die if you went

What would you do to respond to this feedback?

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TOOLS AND RESOURCES FOR COMMUNITY FEEDBACK

IFRC Feedback Kit

Community feedback form

Analysis Tool

Template coding framework and codebook

Community feedback logbook template

Community feedback action tracker template

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SUMMARY

- Listening and acting on feedback helps us improve our work and build trust with the community

- Feedback mechanisms need careful planning to ensure feedback is analysed, shared, acted on and responded to

- Everyone needs to be involved - internal colleagues, partners, authorities and the communities

- Analyse and share feedback data in a way that makes it useable for decision-makers

- For a comprehensive response, Inter-Agency feedback mechanisms are vital

- If we do not act on and respond to feedback, we will lose the trust of communities

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