



International Federation
of Red Cross and Red Crescent Societies

www.ifrc.org Saving lives, changing minds.



Why Community Engagement?

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IFRC Community Engagement



Community Engagement is about using a variety of communication approaches to **improve people's knowledge, motivate action, promote participation** and create an enabling environment for change.

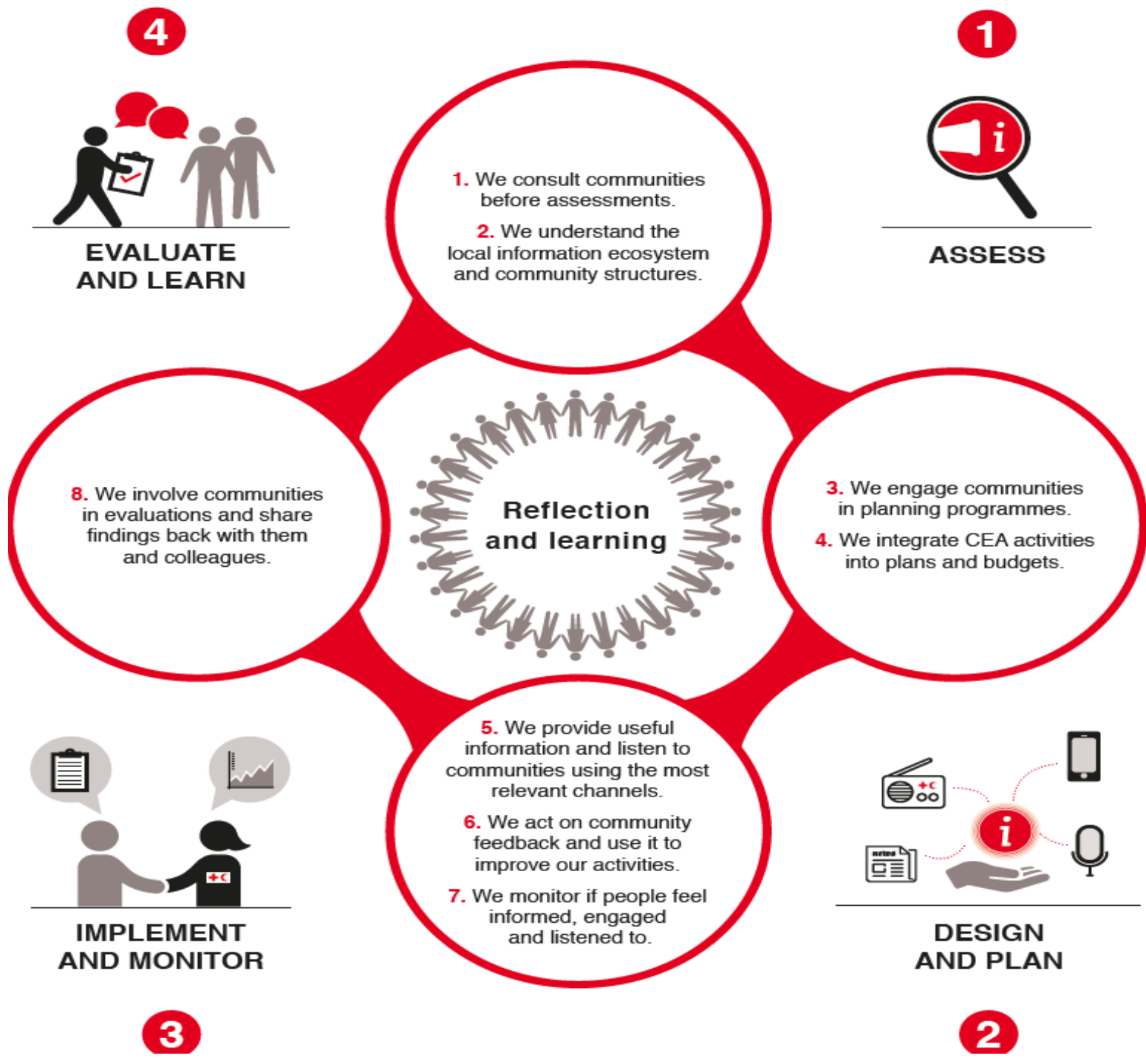
WHAT is Community Engagement and Accountability?



Not new – it's about **sharing** information, improve participation, trigger **dialogue** with communities to promote lasting **changes**.

1. Being accountable to people we engage with
2. Bad news is better than no news
3. More effective and efficient programmes
4. It saves lives and change minds

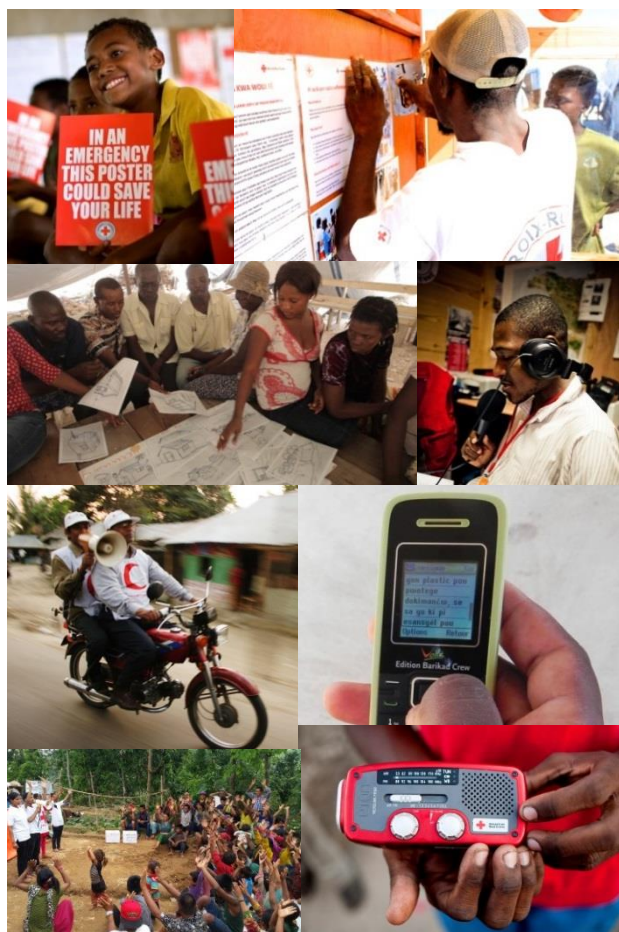
ALWAYS





- **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

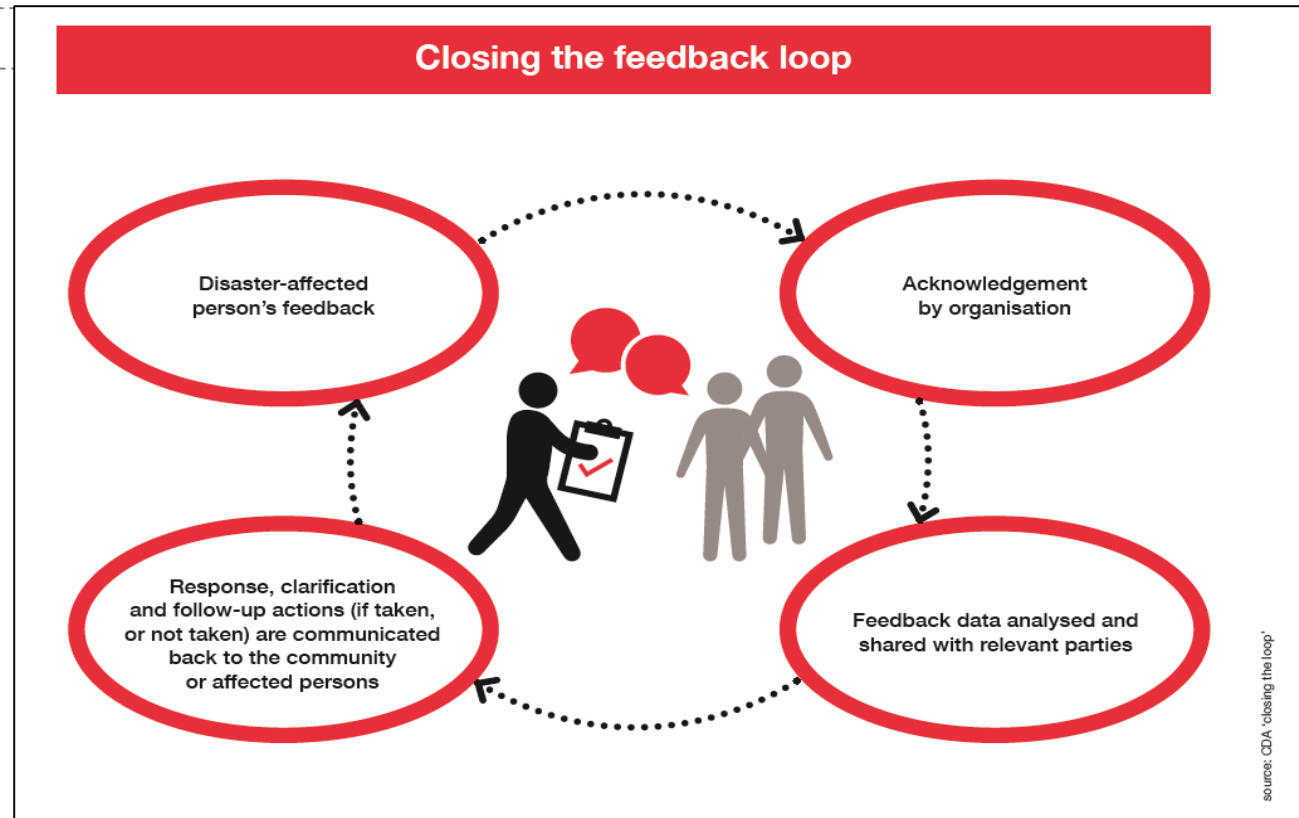
How we do it



- Use a mix of both traditional and technology
 - Print (posters, leaflets, flyers)
 - Notice boards
 - Feedback boxes
 - Sound trucks or megaphones
 - Volunteer mobilisation
 - Community committees/meetings
 - Community drama/theatre
 - Mobile cinema
 - Radio and TV
 - Messaging apps, SMS and telephone lines
 - Social media (Facebook, Twitter, etc)

Q. What is a feedback & complaints system?

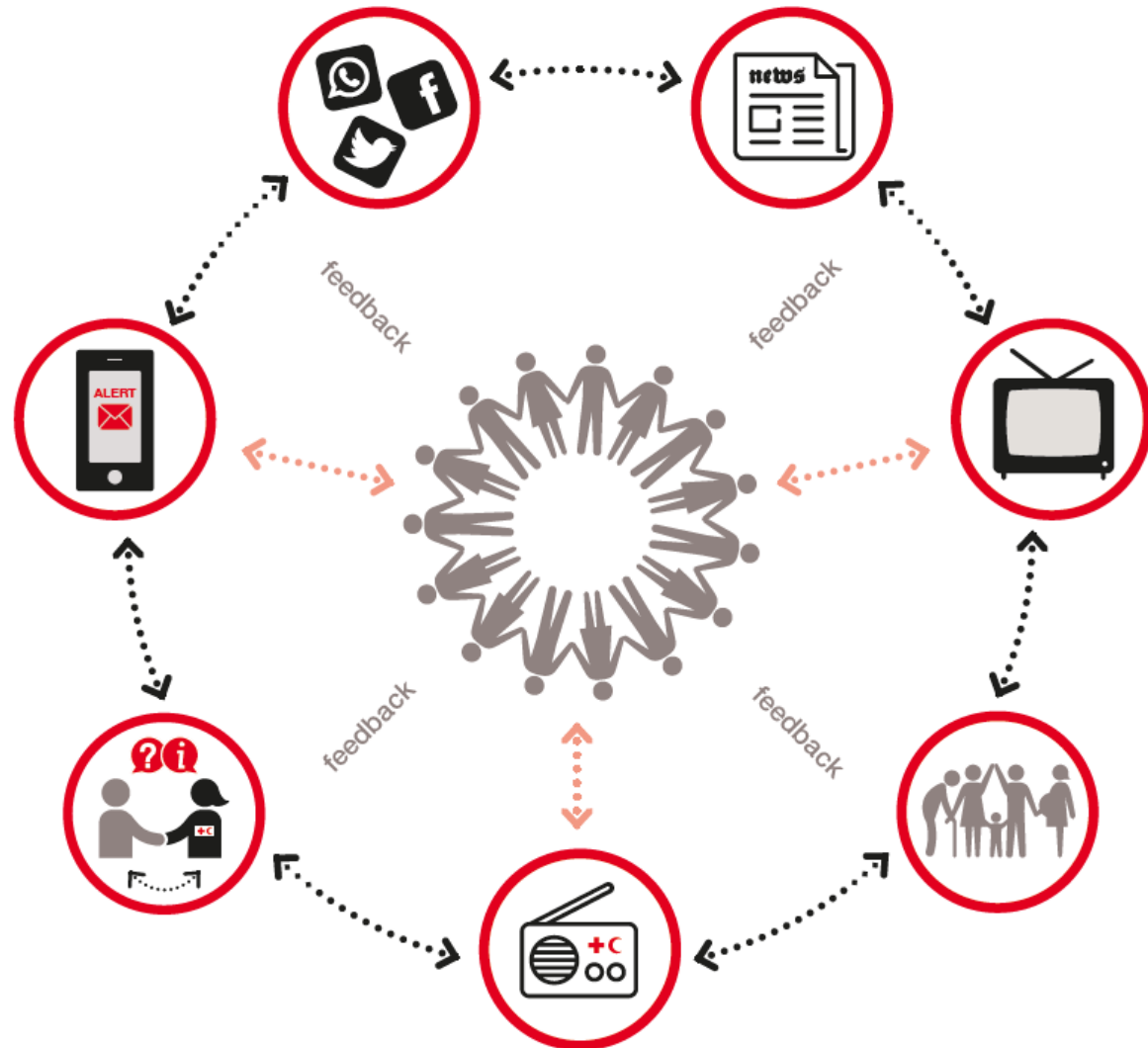
A. A formal or informal system for receiving, analysing, responding to and acting on feedback and complaints from the community



Informal feedback and learning

Feedback gathered through different communication channels will influence our communication approaches, messages and programmatic actions

- Feedback received through different channels should be used to adjust programmes & messages



- **Kenyan Red Cross:**

- KRCS established formal systems and guidelines for collecting feedback from communities, including a **nation-wide toll-free hotline** and **county, regional and national feedback committees**. These were based on consultations with communities to identify their preferred methods of providing feedback
- Staff explained that they directly saw **improvements in program quality and impact**. One staff member called this “fact-based programming,” and explained it made projects more fit for purpose and cost effective. Community members echoed these sentiments, *“Because they ask for our input, the projects are stronger and now meet our needs.”*
- Supporting **community ownership** during the project, **enhanced sustainability** after the project was finished. Community members felt that increased participation in projects allowed them to dictate the terms of the project, and in some cases, maintain the project’s impact after it has closed.

Community Engagement and Accountability



What Is It?

It is the process of and commitment to:



Provide the right information, to the right people at the right time



Through the right channels



Listen to people's needs, concerns and opinions



Use this information to design and improve programmes and operations

Why do It?

People need **information** as much as water, food, medicine & shelter.



Sharing information and listening to people's feedback and concerns improve our programmes and build trust.

What are the outcomes?

Communities accept us as **partners**



Stronger accountability to communities



Sustainable and community driven programmes



Safer access and acceptance



More resilient communities

For further information, please contact us



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