

International Federation of Red Cross and Red Crescent Societies (IFRC)

Manual on how to record COVID-19 community feedback data

Guidance for African National Societies

Introduction

The purpose of this manual is to provide guidance to National Societies (NS) on how to enter qualitative community feedback data relative to COVID-19 into the log sheet at the country level. The manual was developed to respond to shared and observed challenges and inconsistencies relative to the data entry, The purpose of this manual is transversal: It serves as a guide to those recording and entering community feedback data, as well as helps with the harmonisation of community feedback data entering processes across all NS.

It consists of seven chapters:

1. [Who should fill in log sheet](#)
2. [How often to fill in the log sheet](#)
3. [Description of the different columns](#)
4. [Considerations for the different feedback channels](#)
5. [Next steps after having filled in the log sheet](#)
6. [How to share log sheet with IFRC](#)
7. [Who to contact when faced with issues](#)

1. Who should fill out the log sheet

The person mandated with the responsibility of entering data into the log sheet has to have some basic understanding of MS Excel and information technology.

At the level of the NS, the team leaders have as responsibility to ensure that the right data is filled into the log sheet. The entering process is either done by the team leader or a team member designated by the team leader with the above-mentioned skills.

2. How often to fill the log sheet

The community feedback data can be received through various different channels (Focus group discussion with community, Focus group discussion with volunteers, Household visit, Community meeting, Face to face through social mobilizer, Key informant interview, National Society radio show, National society hotline, Social media (twitter, Facebook etc.), WhatsApp group with staff and volunteers, WhatsApp group with community members, Meeting, training or briefing of staff and volunteers, etc.) by staff and volunteers working on Risk Communication and Community Engagement (RCCE) activities. Ideally, data should be filled as soon as it is received from the field and if not possible to do it more regularly at least on a weekly basis.

It is recommended to add new data do a new empty log sheet. Once all data has been entered and cleaned, all data can be combined in one master log sheet.

3. Description of the different columns

4. Figure 1: First 7 Columns of CEA-COVID log sheet

DATE	COUNTRY	DISTRICT/STATE/REGION	NAME of person who collected the feedback	FEEDBACK CHANNEL, through which the community feedback was received	SEX of people providing the feedback	AGE RANGE
Enter the data when the feedback was heard or read	Enter the country in which the feedback was heard or read	Enter the geographic location where the feedback was heard or read - if possible	Enter the name of the person who heard or read the feedback	Choose from the dropdown menu -> click on the small arrow next to the cell and then click on one of the options provided	Choose from the dropdown menu -> click on the small arrow next to the cell and then click on one of the options provided	Choose from the dropdown menu -> click on the small arrow next to the cell and then click on one of the options provided

DATE

This is the first column of the log sheet. The date is very informative in that it provides information on the day the data was actually collected. The date allows the analyst to analyse data as efficiently and accurate as possible.

COUNTRY

It is the country in which the data was collected, and the second column.

DISTRICT/STATE/REGION

It is the third column of the log sheet, and tells us where in the country the feedback was collected. This could be state, district, region or city. Use the same administrative level for each record. For consistency, dropdown options can be added to the tab "EXPLANATION" and a dropdown menu generated.

NAME of person who collected the feedback

The fourth column makes reference of the name of the feedback collector (the person who received the feedback, not necessarily the person who is entering the information into the log sheet). Entering this name allows us to follow up on the feedback in case something is unclear or needs urgent action.

FEEDBACK CHANNEL

This describes the channel through which the community feedback was received, it is the fifth column with **thirteen** options in the **dropdown menu**:

- Focus group discussion with community
- Focus group discussion with volunteers
- Household visit
- Community meeting
- Face to face through social mobilizer
- Key informant interview
- National Society radio show
- National society hotline

- Social media (twitter, facebook etc.)
- WhatsApp group with staff and volunteers
- WhatsApp group with community members
- Meeting, training or briefing of staff and volunteers
- Other

In case there is a need to add an additional feedback channel to the dropdown menu, you can add the answer option on the “EXPLANATION” sheet.

SEX of people providing the feedback

This is the sixth column of the log sheet, it identifies the gender of the person or people who gave the feedback. The **dropdown menu** has **four** options; male, female, mixed, or don't know.

AGE RANGE

This informs the age range of the person or people who gave the feedback and occupies the seventh column. The **dropdown menu** has **six** options

- Children (under 13 years old)
- Youth (13 to 17 years old)
- Adults (18 - 59 years old)
- Elderly (60 years and older)
- Mixed
- Don't know

Figure 1: Last 5 Columns of CEA-COVID log sheet

Other DIVERSITY factors	FEEDBACK COMMENT	TYPE OF FEEDBACK	NUMBER OF TIMES the feedback comment was heard	ACTION TAKEN
Choose from the dropdown menu -> click on the small arrow next to the cell and then click on one of the options provided	Enter the comment you have heard	Choose from the dropdown menu -> click on the small arrow next to the cell and then click on one of the options provided	Enter the no. of times the person collecting the data heard this comment during the activity	Please describe any action taken to respond to or address this feedback

OTHER DIVERSITY FACTORS

The practice or quality of well-being including or involving people from a range of different social and ethnic backgrounds: It is the eighth column of the log sheet and has the following elements in the dropdown menu from which to select one.

- Physical disability
- Mental disability
- Underlying illness (any other severe illness)
- Migrant
- Ethnic minority
- Pregnant/lactating women
- None
- Other
- Mixed

- Don't know

FEEDBACK COMMENT

This is represented in the ninth column of the log sheet in which the actual feedback comment is filled.

It should be noted that each feedback comment should be filled into a separate row

TYPE OF FEEDBACK

In the tenth column which indicates feedback type has five options in its dropdown menu to select an appropriate action from one of these options as indicated below;

- Rumors_beliefs_observations
- Questions
- Suggestions_requests
- Appreciation_encouragement
- Sensitive_or_violent_comment

NUMBER OF TIMES the feedback comment was heard

This is the eleventh column of the log sheet, it records the number of times the exactly same community comment was registered during the feedback collection activity. For example, if you hear the exactly same comment in four separate household visits during the same day where one form was used, you would note 4 in this cell. The number of times the feedback comment was heard is linear related to the feedback channel (column five)

ACTION TAKEN

It is the last column of the logsheet and is used to record how the community feedback was acted upon or responded to. It is also a prompt to remind us all that feedback must be acted on. Record here what did you do as a result of this feedback? For example, did you provide an answer or accurate information to the person? Did you change health messages? Change response activities? Provide a service to the person/community? Share the feedback with others?

5. Considerations for the different feedback channels

Different kinds of forms can be used for recording community feedback that is shared with staff and volunteers during activities, or is received through other feedback channels such as interactive radio shows or hotlines. For COVID-19 we shared a simple form for recording feedback during social mobilisation activities, and the IFRC community feedback starter kit includes a more detailed form for recording community feedback.

Please see the following key considerations when recording community feedback through the various different community feedback channels:

Focus group discussion with community members or volunteers & community meetings

- ✓ We recommend using the simple community feedback form which was developed for the COVID-19 outbreak.
- ✓ During focus group discussions or other meetings, feedback comments should be recorded only once (for example if a woman makes a comment during a focus

group/community meeting discussion and another man may make the same comment, it should be recorded once).

- ✓ The number of times a particular comment is heard, in the case of one single focus group discussion should be registered as “1”, irrespective of the size of the group. In situations where a particular comment was heard from five different groups and one single form was used, then “5” would therefore represent the number of times the comment was heard. This should be filled in the Number of times column.
- ✓ Demographic variables:
 - ❖ The age range will likely vary within a group, in which case “mixed” should be filled in. In case all participants of the discussion or meeting fall within the same age range, the correct age range should be chosen from the dropdown menu. If the age ranges are not known, “Don’t know” is the right option to be entered.
 - ❖ In a situation whereby the group is homogenous in gender and their gender known, the sex category should be filled in, if the gender of the participants is mixed, it should be filled with “mixed” option.
 - ❖ If the focus group discussion or meeting is targeting a group with specific diversity factors that are the same for the whole group, you might also be able to add this information for the whole group. Eg. if the discussion was with persons with physical disabilities or a migrant community and every single person in the discussion falls under this criteria, you can add this information in the column “Other DIVERSITY factors”. If the group is not homogenous, you can choose the option “Mixed”.

Household visits

- ✓ It is recommended to use the simple community feedback form developed for the COVID-19 response. The advantage of using the simple one is that you need to print less paper in case the form is not set up on a mobile device and it is easier to handle when talking to many people during one day.
- ✓ The number of times a particular comment is heard, in the case of a household visit, should be registered as “1”, irrespective of the size of the household. For example if in a household a man makes a comment during a visit and his daughter makes a similar comment with the others nodding/say “yes”, it should be recorded once.
- ✓ In an event where another household member during the same visit makes a totally different comment, that comment should also be recorded once.
- ✓ In situations where a particular comment was heard in five different households and one single form was used, then “5” would therefore represent the number of times the comment was heard. This should be filled in the Number of times column.
- ✓ Demographic variables:
 - ❖ The age range will likely vary within a household visit, in which case “mixed” should be filled in. In case all participants of the discussion or meeting fall within the same age range, the correct age range should be

chosen from the dropdown menu. If the age ranges are not known, “Don’t know” is the right option to be entered.

- ❖ In a situation whereby the group is homogenous in gender and their gender known, the sex category should be filled in, if the gender of the participants is mixed, it should be filled with “mixed” option.
- ❖ If the activity is targeting a group with specific diversity factors that are the same for the whole group, you might also be able to add this information for the whole group. Eg. if the discussion was with persons with physical disabilities or a migrant community and every single person in the discussion falls under this criteria, you can add this information in the column “Other DIVERSITY factors”. If the group is not homogenous, you can choose the option “Mixed”.

Face to face through social mobilizer

- ✓ It is recommended to use the simple community feedback form developed for the COVID-19 response. The advantage of using one form per person is that you will be able to link the feedback to one specific person. This means you will be able to see differences in perceptions between the different demographic groups, when analysing you feedback data.
- ✓ It is always better to speak to one person at a time, but sometimes it might not be possible or appropriate to do so.
- ✓ The age range, gender and diversity factors should be clear when talking to one single person. If talking to more than one person, only add the age range if all of them fall under the same age range, are of the same gender or have the same diversity factor.
- ✓ Number of times: No matter if you talk to one single person or two or more people at the same time, the number of times a particular comment is heard should be registered as “1”, irrespective of the size of the group. In situations where a particular comment was heard during 5 different conversations and one single form was used, then “5” would therefore represent the number of separate conversations during which the comment was heard.

Key informant interviews

- ✓ When conducting key informant interviews, we suggest to use one single community feedback form per interview opposed to one single community feedback form for several interviews. When using one form per person, you will be able to link to feedback to one specific person, which can be of great value in order to see differences in perceptions between the different demographic groups.
- ✓ The age range, gender and diversity factors should be clear when talking to one single person.

National Society radio shows

- ✓ Feedback comments shared though phone calls or text messages as a response to the interactive radio show can be considered.
- ✓ In situations where information on sex, age range, other diversity factors can be collected, it should be done. In case this information is not available, choose “don’t know”.

- ✓ For recording community feedback received as a response to an interactive radio show, it makes sense to add the feedback directly in the Excel logsheet. In case this is not possible, the community feedback forms can be used.

National Society hotline

- ✓ For recording community feedback through a hotline, it makes sense to add the feedback directly in the Excel logsheet. In case this is not possible, the community feedback forms can be used.
- ✓ It is suggested to use the more detailed community form to ensure the demographic information (sex, age range, diversity factors) for each caller is recorded and linked to the feedback comment

Social Media (twitter, Facebook, etc.) or WhatsApp

- ✓ It is recommended to add the community feedback received through social media directly to the Excel logsheet.
- ✓ When recording community feedback from social media, we recommend to only record the community feedback that was shared with the National Society on its social media accounts (opposed to picking community feedback on other accounts and websites).
- ✓ Community feedback can also have been shared via WhatsApp, either in groups set up for engaging community members, or bilaterally from a community member to a NS contact number.
- ✓ Community members' written messages (reaction/contribution) are considered as the feedback comment. Likes or other reactions to messages such as emojis are not considered as community feedback comments and do not influence the number of times a community feedback was heard.
- ✓ When social media or WhatsApp are used as a data collection means, it is likely that the demographic information is not available (sex, age range, diversity factors). In that case, the option "don't know" can be used.

6. Next steps having filled in the log sheet

- ✓ After having filled in the log sheet, it is advisable to review the entered data to make sure there are no errors.
- ✓ Empty rows should be filled or deleted.
- ✓ Check information was filled in consistently, the date format is correct and all information was entered into the right columns.
- ✓ Once all data has been entered and cleaned, all data can be combined in one master log sheet.

7. How to share log sheet with IFRC

- ✓ The person charged with entering the community feedback data can share the filled in log sheet with the CEA focal point (if not the same person) via email, external drive, or any other means of transmission available to them. The NS CEA focal point will then transmit

the log sheet to the CEA focal point of the IFRC cluster or country office, who will then forward to the CEA community feedback officer.

- ✓ The community feedback logsheets should be shared every Tuesday.
- ✓ If feedback is shared on time, it will be included in the regional community feedback reports.

8. Who to contact when faced with issues:

Princewill ACHEM NKONGHO

CEA Community Feedback Officer

Princewill.ACHEMNKON@ifrc.org