Resources for systematically listening and responding to communities

IFRC COVID-19 community feedback package - January 2021

# **Intro**

During any epidemic it is key to continuously understand the main concerns, questions and suggestions the population might have. This allows us to better work with communities, make sure we discuss the most relevant topics with community members, provide the most needed information and tackle rumours and misinformation in real time. Epidemics evolve quickly, and there is therefore a need for continual analysis and localized, agile response strategies that are informed by evidence and experience.

This package was put together to provide you with the tools and guidance you need to set up mechanisms for systematically listening and responding to communities in our response to COVID-19. Our resources have a focus on practical and simple ways to listen and respond to feedback received from community members during face to face or remote social mobilization activities, via social media or WhatsApp.

## **Community feedback and the fight against rumors and misinformation**

When tackling rumors and misinformation circulating in communities, it is not enough to disseminate correct information to communities. If communities do not trust humanitarian responders, they will not listen and act on life-saving advice and may actively resist efforts to end the outbreak. It is the actions of community members that end – or sustain – an outbreak, and their active support is critical to stop transmission.

To activate and reinforce communities’ strengths to put an end to an epidemic, we need to gain communities’ trust, work in partnership with them and move beyond messaging. We need to continuously understand what the biggest rumours and information gaps are, how communities perceive the disease and the people responding to it, and what they think should be done better. We must not limit our focus on rumours and misinformation, but make sure to have an open exchange with communities, taking their suggestions and concerns into account.

## **Resources for every step from design to concrete action**

Following sections provide you with different kinds of resources for setting up and managing feedback mechanisms, with many resources specifically developed for the COVID-19 response. This also includes a training package for staff and volunteers involved in the COVID-19 response. You can access the agenda providing an overview of this training package [here](https://drive.google.com/file/d/1YrcxZNIcEuMLpG7lLVl7vrwRt_x8bT7y/view?usp=sharing).

## **Setting up a feedback mechanism**

Setting up a feedback mechanism does not always have to be a costly and time-consuming undertaking. What is important, is to think through all steps of the cycle, starting from the moment of receiving and documenting the information, continuing with analyzing, discussing the information and then closing the cycle by getting back to those providing the feedback. Being clear on all steps and the roles and responsibilities coming with it, can help to ensure the mechanism adds value to both the ones providing information, as well as those intending to support the community.

| **Key resources** | **Type of resource** | **Description** |
| --- | --- | --- |
| [COVID-19 Community Feedback Training: #1 Introduction to listening and responding to community feedback](https://drive.google.com/file/d/1IqRoEzCmpGajV46wXG-6U9Ix2qu7RrcN/view?usp=sharing) | Training | The 2h session provides an introduction to listening and responding to community feedback as part of the COVID-19 response. It covers the importance of listening to communities when responding to COVID-19, the components of a community feedback mechanisms and key considerations when setting one up, as well as how to ensure the feedback leads to concrete action. |
| [Community feedback starter kit](https://communityengagementhub.org/resource/feedback-starter-kit-2/) | Guidance | The Feedback Starter-Kit responds to key questions and provides the most important tips for setting up and running a simple feedback and complaints mechanism.  This starter-kit can be complemented with the tools and guidance specifically developed for the COVID-19 response, which are linked to in this document. |
| [Guide on how to establish and manage a systematic community feedback mechanism](https://communityengagementhub.org/resource/how-to-establish-and-manage-a-systematic-community-feedback-mechanism/) | Guidance | This resource provides guidance on how to use perception surveys for systematically listening and responding to communities. It has a focus on migration programmes and was developed together with Ground Truth Solutions. |
|  |  |  |

# **Collecting and documenting community feedback**

There are plenty of ways our staff and volunteers can collect or are already receiving feedback from community members. This might be during face-to-face interactions during response activities, on the National Societies’ social media accounts, community meetings or in WhatsApp groups with community members.

The challenge is often to find easy and practical ways to document all the knowledge that our staff and volunteers already have. The tools below provide you with all the basic things you need to document prompted or unprompted feedback from communities.

| **Key resources** | **Type of resource** | **Description** |
| --- | --- | --- |
| [COVID-19 Community Feedback Training: #2 Collecting and documenting community feedback](https://drive.google.com/file/d/1rAV-z_HFw1QT85FHVuOZbhQDJeWHoiH_/view?usp=sharing) | Training | These slides with facilitator notes can be used for conducting a 2h training with staff and volunteers collecting community feedback using the IFRC COVID-19 community feedback tools. |
| [Manual for collecting and managing data](https://drive.google.com/file/d/1Fw2l-1TWamIFsm3Z6cW0jjTPiKs-Ssy2/view?usp=sharing) | Guidance | Manual explaining how to fill out the Excel logsheet, including key considerations for the different feedback channels. |
| [Feedback form](https://drive.google.com/file/d/1Q11PBFbdSJTm8XGxsIBC1Jg-2rol9L6i/view?usp=sharing) | Tool | A simple form which can be used for documenting unprompted, open feedback during social mobilisation activities, such as household visits or public campaigns. |
| [Kobo template for feedback form](https://drive.google.com/file/d/1lnnVv7Xwxb-GpJEq21Bz5AqLIIjNi1Ny/view?usp=sharing) | Tool | The simple form above set up as a Kobo form which can easily be uploaded to Kobo and used for documenting community feedback using mobile devices. |
| [Feedback logsheet](https://drive.google.com/file/d/1alG02lobA4SGnP5TBGhiVJhDL2JO_adM/view?usp=sharing) ([FR](https://drive.google.com/file/d/1hRQvBN_EAC8XQitnkKcLQTL5iLMXkRaI/view?usp=sharing)) | Tool | An Excel logsheet for compiling feedback data collected via different kinds if channels in one central datasheet. |
| [COVID-19 Recommended Survey Questions for Vaccine Uptake and Hesitancy](https://drive.google.com/drive/folders/1F6g3XGhN8fjhLmkqZI8Hz5RR0O0ylWfU) | Tool | A set of recommended key questions on vaccine uptake and hesitancy for use in assessments. It is intended for individual interviews with adults, but there is a supplemental section on interviewing RCRC volunteers or community key informants. |
| [IFRC Africa webinar recording - Collecting and recording community feedback data](https://drive.google.com/file/d/1yG0zenXnytJTmBHHnjMwtSVg_TnvOw-j/view?usp=sharing) | Recording | This was the first of a series of webinars with National Society and IFRC colleagues from the Africa region, and covered the topic of how to use the IFRC tools to document community feedback related to COVID-19. |

## **Coding of qualitative community feedback**

Coding the open qualitative comments we have received from community members is an essential step, as it helps to better understand the main topics communities are talking about, as well as to identify comments that need urgent action. This enables us to prioritize our actions and tackle most urgent concerns, rumours and misinformation.

When coding our data, we assign the different types, categories and codes to the feedback comments. These are defined in a coding framework, which was developed together with US Centres for Disease Control and Prevention (CDC) in an inductive manner and is updated on a regular basis.

| **Key resources** | **Type of resource** | **Description** |
| --- | --- | --- |
| [COVID-19 Community Feedback Training: #3 Feedback training on coding qualitative community feedback](https://docs.google.com/presentation/d/1_VDHRUsB9GrJ3sguNDu8EuM-26vstBk6/edit?usp=sharing&ouid=109473232721131860036&rtpof=true&sd=true) | Training | These slides with facilitator notes can be used for conducting a 2h training with staff and volunteers coding community feedback using the IFRC COVID-19 community feedback tools. |
| [Manual for coding data](https://drive.google.com/file/d/1Fw2l-1TWamIFsm3Z6cW0jjTPiKs-Ssy2/view?usp=sharing) | Guidance | A manual outlining the key rules and considerations when coding community feedback data using the COVID-19 coding frame and tools. |
| [Excel analytical tool](https://drive.google.com/file/d/192ZgEzU2hfd3K-4Lrmoo4T7HKGjfvl5q/view?usp=sharing) | Tool | An Excel file which, among other functions, can be used for coding the open feedback comments using a coding frame developed together with CDC. |
| [Separate Excel sheet for coding data](https://drive.google.com/file/d/1FzcNcDqPwLMV2u22LLxP1ukxgHhylM-r/view?usp=sharing) | Tool | This Excel sheet is based on the Excel logsheet, but complemented with the dropdown menus for coding the data using the COVID-19 coding frame. It can be used if it is preferred not to code the data directly in the analytical tool. |
| [Coding frame including descriptions](https://docs.google.com/spreadsheets/d/1qXWSIdDcRD0X11gKqDOmpUcDiZP0oTJm/edit?rtpof=true#gid=1758567967) | Tool | An overview of the COVID-19 coding frame, which is developed on a regular basis. Descriptions and example comments are provided for each code. |
| [Vaccine-specific coding frame](https://drive.google.com/file/d/19BwagJcyEVd2-qocMbsIVo_lLMuoZEwQ/view?usp=sharing) | Tool | A subset of the global COVID-19 coding framework specific to vaccines, indicating the ones currently active as well as proposed additional codes to add to the framework as trends emerge. |
| [IFRC Africa webinar recording - Introduction to coding of qualitative feedback data](https://drive.google.com/drive/folders/1Ey_UEIFpLCPCkQpYWFn2etqJEx9BN29Y?usp=sharing) | Recording | A webinar with National Society and IFRC colleagues from the Africa region on how to code the open feedback comments using the Excel analytical tool. |

## **Analysing and reporting on community feedback**

Once we have gathered the information, cleaned and coded the data, we are able to make sense of the data. We can use our Excel analytical tool, which allows us to easily filter and explore the data coded with our COVID-19 coding frame. The tool includes graphs and pivot tables which can easily be filtered, for us to identify differences between locations, demographic groups, as well as over time. There is also a Word template for writing a country level report when using the Excel analytical tool.

| **Key resources** | **Type of resource** | **Description** |
| --- | --- | --- |
| [COVID-19 Community Feedback Training: #4 Analysing and reporting on community feedback](https://drive.google.com/file/d/1Hjjh9G1PQDl5U0kmwvgN8gwlC84-Oyh3/view?usp=sharing) | Training | These slides with facilitator notes can be used for conducting a 2h training with staff and volunteers analysing community feedback and preparing reports on the main trends, using the IFRC COVID-19 community feedback tools. |
| [Excel analytical tool](https://drive.google.com/file/d/192ZgEzU2hfd3K-4Lrmoo4T7HKGjfvl5q/view?usp=sharing) | Tool | An Excel file, which, among other functions, provides a dashboard to easily filter and explore the data. It can be used for identifying main trends, differences between demographic groups as well as changes over time. |
| [Template community feedback report](https://drive.google.com/file/d/1U9UUMMVJ6ArYxLLxw4iDDGOiK4yP5by4/view?usp=sharing) | Tool | A template for writing a country level feedback report using the IFRC feedback tools. It should be used together with the Excel analytical tool. |
| [IFRC Africa webinar recording #2 - Excel analytical tool and report writing](https://drive.google.com/drive/folders/1fq3c-3l6EKT5njfk8D33tWUdh-yj8n6_?usp=sharing) | Recording | This webinar with National Society and IFRC colleagues from the Africa region was about how to use the Excel analysis tool for analysing the coded data and writing a country level report. |

## **Translating community feedback into action**

Once we have a good understanding of the topics of biggest concern and interest to community members, we need to take the next and admittedly most difficult step - the step of discussing and agreeing on concrete actions to respond to the feedback, and getting back to communities with the needed information, as well as information on the actions to address the feedback. Updating our key messages to be shared in our risk communication and community engagement activities is important, but only a small part of closing the feedback loop.

The discussion of the main feedback trends should take place together with the leadership and the technical sectors of the emergency response to ensure everyone involved in the operation is aware of the feedback relevant to his or her sector and can agree on the necessary steps to take to address the feedback. Inter-agency coordination is crucial to ensure the whole response is informed by the main community feedback trends and joint action can be taken.

| **Key resources** | **Type of resource** | **Description** |
| --- | --- | --- |
| [COVID-19 Community Feedback Training: #5 Translating community feedback into action](https://drive.google.com/file/d/1c8bbywMUQvmyjNPOZoBWB5gyLW56cLS0/view?usp=sharing) | Training | These slides with facilitator notes can be used for conducting a 2h training with staff and volunteers analysing community feedback and preparing reports on the main trends, using the IFRC COVID-19 community feedback tools. |
| [Example ToRs of an inter-agency community feedback working group](https://drive.google.com/file/d/1GEvrrruT_lNv2ZE55edd8vGvIHd0xHLu/view?usp=sharing) | Tool | It is important to not only discuss and use community feedback internally, but to share and discuss it with partner organizations to inform the whole response. These are example ToRs for a working group to compile and triangulate feedback findings and develop concrete recommendations on how to address the feedback. |
| [Example online community feedback action tracker](https://docs.google.com/spreadsheets/d/1qhKqwUSpMHybsfZb7y7XbejJ6QMe8pmhx1I9WTSI2gQ/edit) | Tool | This table provides an example on how to document the discussions, recommendations and agreed upon actions to respond to community feedback. |
| [Example questionnaire for sharing feedback trends across agencies](https://docs.google.com/forms/d/1b4xxta8T_T1reVxVGJH7PXUDnbbZOnoYPBpFJ75YwAk/edit) | Tool | This is an example of a simple questionnaire to share community feedback trends across partners in order to identify the main trends, which can be used as the basis of discussion on how to jointly address the main feedback trends. |
| [Community-led solutions package](https://communityengagementhub.org/resource/community-led-solutions-package-webinar-recordings-and-resources/) | Package | This package includes webinar recordings and resources for working together with communities to respond to COVID-19 and find appropriate solutions using communities’ expertise and capacities. |
| [Mistrust and denial package](https://communityengagementhub.org/resource/mistrust-denial-webinar-recording-and-resources/) | Package | This package includes a webinar recording, guidance, infographics and videos on how to tackle mistrust towards the COVID-19 response and denial of the outbreak, one of the most common and persistent issues raised through community feedback. |
| [Tips on using social media for COVID-19](https://communityengagementhub.org/resource/tips-for-using-social-media/) | Guidance | This document provides a set of quick recommendations to listen, track and respond to your audiences and providing timely, accurate information about COVID-19 using social media. Editable social media content and templates are included. |

For more information or to provide feedback on this COVID-19 Community Feedback Package, please contact [Alexandra.SICOTTELEVESQUE@ifrc.org](mailto:Alexandra.SICOTTELEVESQUE@ifrc.org), the IFRC’s Global CEA Manager.

For questions or feedback directly related to the data collection and analysis tools or coding framework, please contact [cea.im@ifrc.org](mailto:cea.im@ifrc.org).