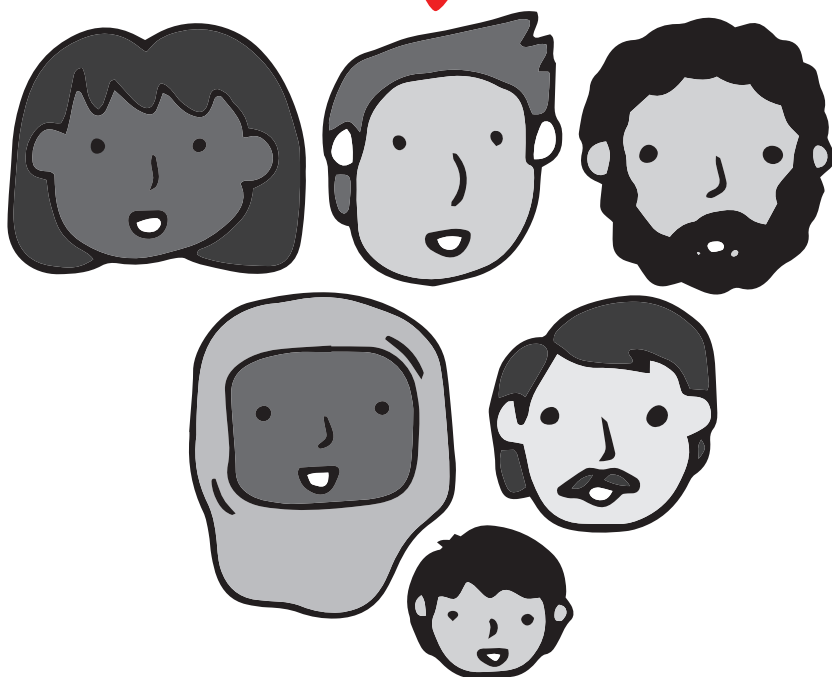


WANT TO HELP?

START BY
LISTENING.



BY THE INTERNATIONAL
FEDERATION OF RED CROSS
& RED CRESCENT SOCIETIES

LISTENING TO COMMUNITIES
IS THE ONLY WAY TO
MAKE A DIFFERENCE.

NO MATTER THE CRISIS – FROM
EARTHQUAKES, TO FLOODS, TO EPIDEMICS,
TO CONFLICT – RED CROSS AND RED
CRESCENT VOLUNTEERS AND STAFF
WORK HARD TO HELP COMMUNITIES.



IF WE AS HUMANITARIANS WANT TO
IMPROVE LIVES, WE MUST WORK WITH
AND **LEARN FROM THESE COMMUNITIES**,
ACTING ON WHAT THEY TELL US,
ADJUSTING OUR WORK, AND **BUILDING**
ON THEIR IDEAS.



NOT INVOLVING COMMUNITIES
IS DANGEROUS.



OFTEN, OTHERWISE WELL-MEANING
HUMANITARIANS ACT TOO QUICKLY
WITHOUT LISTENING TO THE VERY
PEOPLE THEY WANT TO HELP.

IF WE WANT TO PROVIDE USEFUL
SUPPORT TO COMMUNITIES FACING
CRISIS, WE MUST LEARN FROM AND
LISTEN TO THEM FIRST. OTHERWISE,
WE WASTE TIME AND MONEY, AND
RISK LOSING TRUST.



$\frac{3}{4}$ SYRIANS IN JORDAN REPORT
NEVER BEING ASKED WHETHER THEY
RECEIVED THE HELP THEY NEEDED

$\frac{9}{10}$ SYRIANS IN JORDAN RECEIVED
ASSISTANCE - BUT ONLY $\frac{3}{10}$ FOUND
IT HELPFUL.



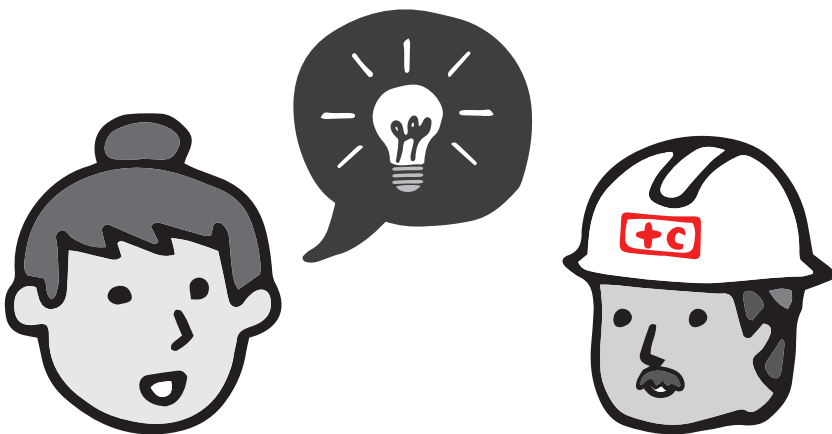
OF REFUGEES SURVEYED IN BANGLADESH:

ONLY **23%** SAID THE AID THEY RECEIVE
COVERS THEIR MOST IMPORTANT NEEDS.
AS A RESULT, **43%** REPORTED SELLING
THE AID ITEMS TO GET CASH.

COMMUNITY MEMBERS
KNOW WHAT THEY NEED.

"BEFORE, WE MIGHT NOT HAVE BEEN
PROVIDING THINGS THAT PEOPLE NEEDED.
WE REALISED THIS WHEN ASKED THE
COMMUNITY TO TAKE PART IN THE PROCESS."

RED CROSS VOLUNTEER



THE PEOPLE WE SUPPORT KNOW WHAT IS WORKING AND WHAT ISN'T, AND HOW THEY WANT TO IMPROVE THEIR LIVES. WE NEED TO LISTEN TO THIS KNOWLEDGE IN ORDER TO BUILD A STRONG RESPONSE.

BUILDING FEEDBACK SYSTEMS IS ONE WAY WE CAN INVOLVE THE COMMUNITY AND LISTEN TO THEM.

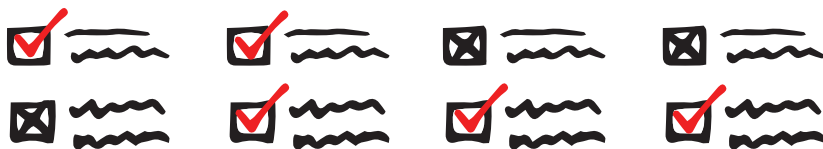


IN PRACTICE

WHEN PLANNING WAYS TO INVOLVE THE COMMUNITY, CONSIDER ALL STAGES OF WORK.



- ADJUST PLANS AND BUDGETS TO DESIGN ACTIVITIES THAT INVOLVE COMMUNITY MEMBERS.
- MANAGE PROJECTS TOGETHER WITH COMMUNITY LEADERS.



- BUILD WAYS TO GATHER FEEDBACK AND INPUT FROM THE COMMUNITY.
- IDENTIFY WHO YOU NEED TO SHARE FEEDBACK WITH.
- ADJUST YOUR WORK BASED ON WHAT YOU LEARN.
- SHOW THE COMMUNITY HOW THEIR PARTICIPATION HAS IMPROVED THE WORK.



DIFFERENT PEOPLE COMMUNICATE IN DIFFERENT WAYS.

THE WAY WE GATHER FEEDBACK HAS TO BE ACCESSIBLE TO DIFFERENT KINDS OF PEOPLE — WOMEN, MEN, YOUNG, ELDERLY AND LESS ABLED PEOPLE — SO THAT **ALL MEMBERS OF THE COMMUNITY** ARE INVOLVED, NOT ONLY THE MOST VOCAL.



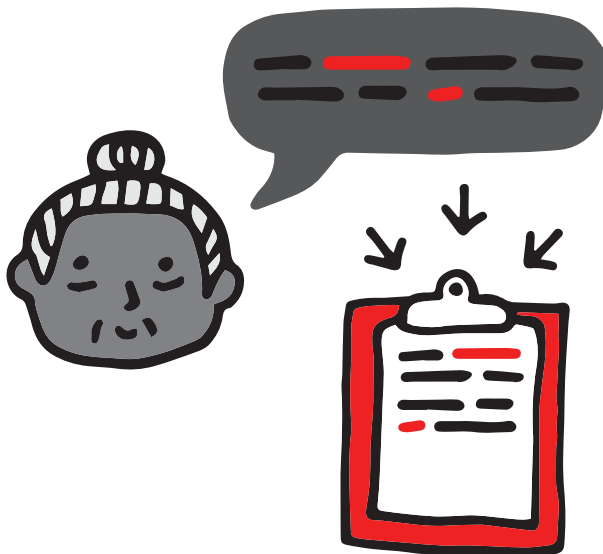
IN BANGLADESH, 56% OF WOMEN REFUGEES WANTED TO SHARE FEEDBACK IN FOCUS GROUPS OF THE SAME GENDER.



ONLY 4.5% OF MEN WANTED TO COMMUNICATE IN THIS WAY.

IN PRACTICE

USE DIFFERENT FEEDBACK FORMATS
DEPENDING ON COMMUNITY PREFERENCES.
USE THE LANGUAGE THAT PEOPLE ARE
MOST COMFORTABLE IN, NOT JUST THE
MOST COMMON, AND ENSURE THAT
WORDS YOU TRANSLATE MAKE SENSE
IN LOCAL CONTEXTS.



FEEDBACK IS A
TWO-WAY STREET.

"I TRUST THEM BECAUSE THEY KEEP
COMING AND FOLLOWING UP."

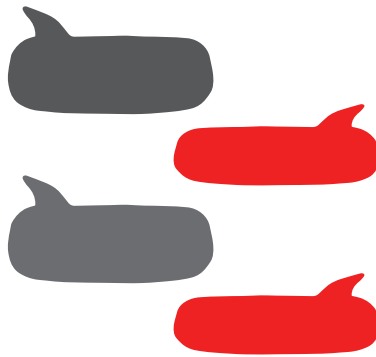
COMMUNITY MEMBER WORKING
WITH THE **KENYAN RED CROSS**



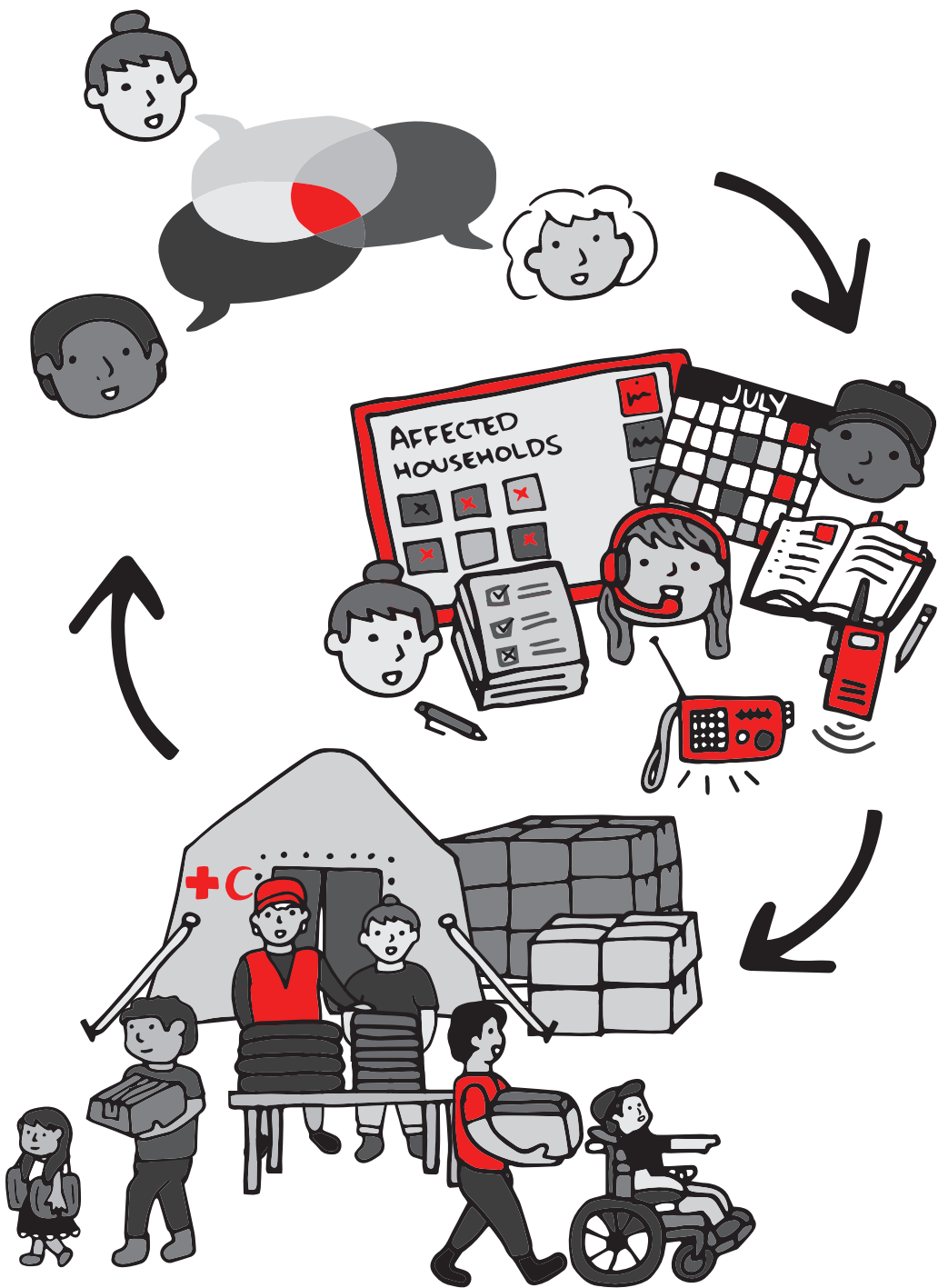
ONCE FEEDBACK SYSTEMS ARE IN
PLACE, HUMANITARIANS HAVE TO **ACT**
ON THE FEEDBACK — GOOD AND BAD.
IF WE DON'T, COMMUNITIES MIGHT
STOP SHARING INFORMATION WITH
US, AND OUR WORK COULD FAIL.

IN PRACTICE

DISCUSS THE FEEDBACK YOU RECEIVE WITH THE COMMUNITY. THIS IS THE BEST WAY TO UNDERSTAND PEOPLE'S CONCERNS AND ANSWER THEIR QUESTIONS.



ACT ON COMMUNITY FEEDBACK BY ADJUSTING YOUR WORK AND APPROACHES. THIS WAY, COMMUNITIES SEE THAT THEIR VOICE MATTERS.



BUILDING FEEDBACK SYSTEMS

1. RECEIVE FEEDBACK FROM COMMUNITY MEMBERS.
2. COMPILE AND ANALYSE DATA.
SHARE, PROCESS AND LEARN FROM FEEDBACK WITH RED CROSS AND RED CRESCENT COLLEAGUES.
3. DISCUSS FEEDBACK WITH THE COMMUNITY AND GIVE ANSWERS TO QUESTIONS THEY SHARED.
ACT ON THE FEEDBACK, ADJUSTING PROGRAMMES AND SHARING CHANGES WITH THE COMMUNITY.

SOME QUESTIONS TO ASK YOURSELF WHEN WORKING WITH COMMUNITIES:

-WHAT CHANNELS OF COMMUNICATION
DO COMMUNITY MEMBERS PREFER?

-IN WHAT LANGUAGE ARE THEY
MOST CONFIDENT TO SPEAK OR
WRITE? _____

-WHO MIGHT FIND IT DIFFICULT
TO ATTEND MEETINGS OR SHARE
THEIR FEEDBACK? _____

- AT WHAT POINTS IN YOUR WORK
ARE YOU ALREADY WORKING
ALONGSIDE COMMUNITY MEMBERS?
WHERE ELSE COULD YOU?

- HOW CAN YOU ENSURE OUR WORK
IS **CONTINUOUSLY** IMPROVED
ACCORDING TO FEEDBACK?

- HOW CAN YOU MAKE SURE THAT
YOU DON'T JUST COLLECT FEEDBACK,
BUT THAT YOU ALSO COMMUNICATE
FINDINGS WITH THE COMMUNITY?

LEARN MORE FROM THESE RESOURCES:

- LOTS OF TOOLS AND PRACTICAL ADVICE IN A GUIDE TO COMMUNITY ENGAGEMENT AND ACCOUNTABILITY
<http://bit.ly/ifrc-cea>
- LOOKING FOR A CASE STUDY TO LEARN FROM? LESSONS LEARNED BY THE KENYA RED CROSS AND IFRC ON ACCOUNTABILITY TO COMMUNITIES
<http://bit.ly/kenya-lessons>
- HOW TO FIND OUT WHAT THE COMMUNITY THINKS ABOUT HUMANITARIAN AID: HOW TO ESTABLISH AND MANAGE A SYSTEMATIC COMMUNITY FEEDBACK MECHANISM
<http://bit.ly/IFRC-guide>
- CHECK OUR FEEDBACK MECHANISM STARTER KIT



