Humanitarian Leadership series
Wednesday, 20 May 2020

COVID-19: Community Engagement and Communications Strategy at the national/local level
Webinar flow

Introduction  Questions from facilitator  Questions from audience  Questions from facilitator  Questions from audience  Closing remarks

Technical guidance:

• The audience should stay on mute through the course of this webinar. Please have your camera turned off at all times during the webinar.
• **RC/HCs can unmute and ask questions from the floor.**
• Please use the chat box on the right hand side of your WebEx window to communicate with **everyone** on this webinar.
Panellists

Tanya Wood, Executive Director, CHS Alliance

Charles-Antoine Hofmann, Senior Advisor Community Engagement & Accountability, UNICEF


Fiona Gall, Director, ACBAR

&

Alexandra Sicotte-Levesque, Manager Community Engagement, IFRC
What steps have been taken, to mitigate the spread of wrong/mis information during COVID-19?
Risk Communication and Community Engagement COVID-19 Response

Melinda Frost, MA, MPH
Managing Infodemics Team
Strategy and Content Lead

Risk Communication & Community Engagement Focal Point – COVID-19 Response

May 20, 2020
Towards a UN framework for infodemic management

We're not just fighting an epidemic; we're fighting an infodemic. Fake news spreads faster and more easily than this virus, and is just as dangerous.

Tedros Adhanom Ghebreyesus
Director-General, World Health Organization

We are also seeing another epidemic—a dangerous epidemic of misinformation.

Toward a UN framework for infodemic management

www.who.int/epi-win
Infodemic Management – Identification of weekly priorities

Media measurements (AI), Behavioral Insights & WHO Social Media

- Weekly report scanning English Media & Social Media
- Attitudinal surveys from 60 countries (twice a month)
- Behaviors tracker Imperial College (weekly)
- Weekly scan of WHO social media trends & questions

World Health Organization

P2P Support – For Humanitarian Leaders in the Field
Created by the Emergency Directors’ Group (EDG) in 2013
Infodemic Management – Amplification

EPI-WIN Amplification network

WHO Information Network for Epidemics – EPI-WIN

EPI-WIN AMPLIFICATION WEBINARS (BY SECTOR)
FEBRUARY TO APRIL 2020 - TOTAL 61 CALLS

Risk Comm
16

Employers and workers
5

Faith-based organizations
5

Food and agriculture
4

WONCA-AfroPHC
2

Travel and tourism
10

Large events/mass gatherings
6

Health sector
13

World Health Organization

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Amplify actions in Faith Settings

- Engagement call with religious leaders and faith-based communities (111 participants from diverse faiths)
- Co-development of guidance document (in clearance)
- Global webinar with World Council of Churches network (on YouTube)

In partnership with:

- Islamic Relief Worldwide
- UNICEF
- World Council of Churches
- Caritas Internationalis
- The World Bank
- GIN
- World Vision
- Salvation Army
- Amity Foundation
- Joint Learning Initiative on Faith & Local Communities
- Health Emergencies Programme

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COVID-19 Infodemics Observatory

Under development

New measures of population exposure, susceptibility and risk to
- Misinformation
- Health and digital literacy
- Behavior
- Trust and drivers of acceptance of public health measures

Information on social contact behavior, quarantine follow up and mental health. This information is critical for policy development.
What are some of the challenges in engaging with communities remotely during this pandemic?
Community Engagement
Peer 2 Peer Support

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COVID-19 Community Engagement

Citizen listening and rumours tracking:
understand beliefs, fears, rumours and questions & use this to inform the
community engagement & response
(example Africa/Asia: community feedback through Kobo/excel & Asia perception surveys,
Mainly collected through phone calls, online
https://ee.humanitarianresponse.info/x/#iYBT5LA)

Addressing fear, stigma and misinformation and building trust through key influencers and local leaders – KEEP IT SIMPLE
Example: hotlines across countries, regional media webinars and global #SpreadFactsNotFear influencers campaign

Motivate individual/social responsibility & community/citizens action through online/offline community engagement
(Example: engagement in +100 languages + millions of volunteers & community action guides)

Involve communities in planning solutions to increase public acceptance of, and compliance with, response measures

More experience needed on how to do this now
Moving from face-to-face interaction to...?

- **Pre-position phones/tablets and radios** with community groups and volunteers

- **Map which activities still take place** and use those to engage (hygiene promotion, handing out masks, social support etc.)

- **Use relevant social media platforms and messenger apps**
  - Messenger groups (WhatsApp, Line etc.) for volunteers and for community members
  - TikTok, Facebook Live, Twitter...
  - [http://virtualvolunteer.org/](http://virtualvolunteer.org/)
    - (Italy, Iceland, Colombia, Sweden, Philippines)
  - ...

- **Call-in radio shows**
  (guidance: [https://www.communityengagementhub.org/what-we-do/][1]novel-coronavirus/?search=radio&resource-type=0&region=0)

- **Local hotlines** (calls or texts in the local language)

- **Call your volunteers**, set up calls or chat groups with your volunteers

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**P2P Support – For Humanitarian Leaders in the Field**

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Over 20 different Africa National Societies reporting weekly:

- continuing refusal that COVID-19 is real or can affect Africans,
- persistent misinformation about methods to prevent or treat the virus, and
- an increasing number of comments that indicate mistrust of responders, governments and health interventions such as vaccination and testing.

Feedback data and tools are here: https://drive.google.com/drive/folders/1wdscFd_1RAfQcVAEk2XcTPTNQ70RqOKI

Questions about how to prevent COVID-19

• “How can you respect social distancing (1m) living in the same family?” – National Society report, Rwanda, 17 April 2020

• “How can the spread of the disease be prevented during the time of fetching water at the borehole?” – National Society interactive radio show, Ghana, 21 April 2020
RCCE best practices from AFRICA

South Africa Red Cross are using radio, TV and taxi rank screens to share information in the two provinces affected by cases.

Nigeria Red Cross and IFRC are supporting national authorities with activating a community feedback system. Community data about people perceptions will be available as of next week to inform health approaches.

Cameroon Red Cross is engaging with a huge network of national and local journalists through the Lifeline WhatsApp group and providing accurate information to counter rumours and misinformation.

More details in the notes to the slide.
How is communication and community engagement coordinated amongst partners during COVID-19?
Risk Communication and Community Engagement (RCCE)

- Key pillar of Public Health and Humanitarian Response
- Co-led by IFRC, WHO and UNICEF
- Most countries have RCCE working groups (or similar)
- 149 countries have developed RCCE plans
Assessing preferred and most trusted communication channels
Tracking rumors
Towards a Collective Service for RCCE

- To inform operational and strategic decision making
- To provide real-time information based on social science analysis and community feedback data
- To develop and disseminate guidance & tools
- To provide technical support to countries (helpdesk, surge deployment)
How do we engage with communities to maintain our AAP commitments during COVID-19?
So what do we do to ensure AAP in COVID?

3 principles

1. Let people know what they can expect
2. Let people know what to do when their expectations aren’t met
3. Adapt and Learn
1. Let people know what they can expect

**CHS COMMITMENTS IN PLAIN LANGUAGE**
https://corehumanitarianstandard.org/the-standard/language-versions

We will do our best to:

1. understand and meet your needs.
2. give support when you need it.
3. provide support that helps you to recover and prepares you to respond to a similar emergency in the future. We should not harm you.
4. inform you about the support you can expect and how you should be treated. We will do our best to give you a say in decisions about the support provided.
5. ensure that you can report problems if you are unhappy with the support we provide or with the way our staff treat you. No one should harm you if you make a complaint. We will take action in response to complaints.
6. work together with other organisations that provide support. We try to combine our knowledge and resources to better meet your needs.
7. learn from experience so that the support we give you improves over time.
8. ensure that the people who work for us have the skills and experience to support you.
9. manage resources in a way that is responsible, limits waste and has the best result for you.

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**MAKING AID WORK BETTER FOR PEOPLE**
2. Let people know what to do when expectations aren’t met

Complaint and feedback mechanisms

• **Accessibility** - Our system needs to be accessible! This not only includes access in the sense of locations but also access considering various capabilities (children, disabled, elderly, minorities, women etc.). It must be entirely inclusive, taking into account the circumstances of possible complainants.

• **Safety** - How safe is our system? Can people access it without taking risks? Security for everyone includes physical and psychosocial safety and health problems. Community must be able to access communications modes with ease.

• **Confidentiality** - is key so that community members feel that they are secure and can entrust us with sensitive information. Information and details on complaints need to be safeguarded from any intentional or unintentional disclosure.

• **Transparency** - The system needs to be transparent. Potential users need to be provided transparent mechanism information.
3. Adapt and learn

Adapting our complaint mechanisms in COVID

- **Development of communication material to share free helpline numbers for counselling and feedback**
- **Review Complaints Response Mechanisms** to ensure once complaints are received, they can be channelled to appropriate staff as quickly as possible
- **Review data management**, official communicating software and digital media interaction to ensure that confidentiality of reports is not breached
- **Develop a channel through which complaints at community-level reach programmatic teams at offices efficiently**
- **Seek alternative remote communication channels** that will best suit discussing issues of sensitive nature and communicate clearly to the communities on the channels available.
- **Branding of your CRM channel** is essential to distinguish between reliable channels and fake ones
- **Good mapping of existing information pathways** that continue to operate during the crisis is needed.
- **Staff training on PSEA** to highlight expected behavior when responding to COVID-19 especially in remote areas

Developing guidance on complaints in Covid -
https://erasmusuniversity.eu.qualtrics.com/jfe/form/SV_71WxcolittbqHUF
Core Humanitarian Standard
9 commitments to people affected by crisis

- Average score
- Requirement fulfilled

1. Is appropriate and relevant
2. Is effective and timely
3. Strengthens local capacity and avoids negative effects
4. Is based on communication, participation and feedback
5. Welcomes and addresses complaints
6. Is coordinated and complementary
7. Improves as organisations learn
8. Is facilitated by competent, well-managed staff
9. Comes from organisations that responsibly manage resources

CHS Alliance

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COVID-19 and the Core Humanitarian Standard

How to meet our CHS commitments in the coronavirus pandemic?

READ MORE
“Agency Coordinating body for Afghan Relief and Development (ACBAR) has over 150 NGO members in Afghanistan. What approaches have been developed by ACBAR for community engagement during COVID-19? Can you share some examples of what is working well?”
COVID-19: Webinar Series

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<tr>
<th>Topic: COVID-19</th>
<th>Date</th>
<th>Time</th>
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<td>1. Supply chain, logistics and local markets</td>
<td>Wednesday, 6 May</td>
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<td>2. Prevention/Protection measures in populated areas.</td>
<td>Wednesday, 13 May</td>
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<td>3. Community Engagement and Communication strategy at the national/local level</td>
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What is P2P Support?

Peer 2 Peer Support (P2P Support) purpose is to provide direct peer support to Humanitarian Coordinators (HCs) and Humanitarian Country Teams (HCTs) to strengthen the effectiveness of humanitarian response in the field. The project is a IASC tool and the project Director reports to the EDG and the ERC.

Contact us: P2PSupport@un.org

All webinar recordings are available on: http://www.deliveraidbetter.org/webinars/