## INTRODUCTION

**Community engagement and accountability (CEA)**

CVA CEA considerations should be integrated into the overall CEA plan for the EA. This tool offers guidance to support how to effectively communicate with, and be accountable to, the people in the communities we serve. By communicating about what you are doing you show respect for people.

You should always aim to comply with the minimum standards listed under this step, as this will contribute to the quality of your action.

If you need more detailed guidance on community engagement and accountability, consult the respective focal person in your region and get more information [here](https://www.communityengagementhub.org/).

## MINIMUM STANDARDS

* Develop a CEA plan that includes key messages on objective of distribution, amount transfer, mechanism, delivery, location, timeframe, and requirements for authentication
* Liaise with PMER team to harmonize approaches to CEA, community monitoring and feedback
* Set up accountable feedback mechanisms to receive community feedback using tools that are adequate to the context (community committee, hotline, hot desk, NS volunteers, etc.)
* Set up an internal feedback mechanism (whistleblowing), so that staff and volunteers can reveal suspected error and fraud

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### Design and set up a feedback and complaint response mechanism (CRM)

A CEA plan should ensure systematic information sharing and two-way communication, promoting dialogue and allowing organizations to gather ideas, suggestions and feedback from communities. This requires the development of a complaint and response mechanism (CRM) focused on feedback which must receive a reply. The term ‘feedback and complaint’ mechanisms could be encouraged as an incentive to focus on both positive and negative feedback.

**CEA plan template[[1]](#footnote-1)**

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| Steps | Key questions | Inputs |
| Identify your objectives | * What is your purpose for communicating key programme messages? What do you want to accomplish? * Which geographical areas do you want to receive your messages? (Are there any areas that should not receive the messages?) |  |
| Choose your target audiences | * Who needs to know details about your programme?  (Be as specific as possible—will these audiences help to achieve your objectives?) |  |
| Design your key messages | * Which are the key messages you want to communicate to each audience? * It may help to ask yourself:   + What questions do people ask staff during field visits?   + What do people need to understand in order for the programme to succeed?   + What would you want to know about the programme if you lived in the community? * Is there any information that should *not* be shared, given the context? |  |
| Select your communication methods | * What methods will you use to communicate the messages to the target audience? * How will each method work? * Do the selected methods pose any risks to staff or community members? |  |
| Plan for two-way communication | * Which of your communication methods allow dialogue with the community and opportunities for feedback? * How will field staff collect and document feedback? * How will programme managers receive feedback?  How often? * How will the programme communicate its response to the community? |  |
| Establish your timeframe | * What are the key activities in your programme?  Which ones need to be preceded by information sharing? * When will you share updates with the different audiences? |  |
| Implement the plan | * Which key activities will you need to complete in order to roll out this communication plan? * Do certain target groups need to be informed before others? * Who will take the lead for each? Think about who is responsible for * managing the communication plan and sustaining the approach, * developing communication materials, * sharing messages with communities and gathering feedback, * communicating with other stakeholders (e.g., government departments, local NGOs, international NGOs) and reviewing whether the communication approach is effective. |  |
| Monitor the results and look for ways to improve | * Which methods will you use to decide whether each communication approach is effective? * Who will be responsible for developing the review criteria and making the review happen? |  |

1. Based on: “Template: Develop a communication plan in nine steps”, CRS [↑](#footnote-ref-1)