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Risk Communication and Community Engagement Eva Niederberger, OXFAM and Ketan Chitnis, UNICEF 13 February 2019

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Strengthening community engagement post West Africa Ebola oubreak...

Improving interagency coordination

(UNICEF WHO IFRC Oxfam CDC USAID DFID Wellcome Trust and more)

Prepositioned evidence and social science data

Refine risk comm & community engagement interventions

Build surge mechanisms & internal C4D capacity

Re-define RCCE inter-agency strategic areas



Preparedness

& cross border

evidence Community

Social science

feedback

Cholera

Risk Communication

& Community

Engagement

Community surveillance

Hygiene practices & Vaccination

Rapid response teams

Care seeking

Source: WHO and UNICEF

Risk Communication and Community Engagement Outcomes

Behaviour change – prevention & care seeking Provider behavior and interpersonal communication Community feedback & accountability

Community participation and ownership Public communication & advocacy





MULTI-SECTORAL INTERVENTIONS IN CHOLERA HOTSPOTS BEHAVIORAL DATA NEEDED ACROSS THE PACKAGE



Source: UNICEF MENA REGIONAL OFFICE

Yemen– remote programming & preparedness

'Classification' system of active, inactive, silent areas for cyclical cholera outbreaks (2019):

- contextual understanding
- training of community focal points, stockpiling items
- local level preparedness and contingency planning based on risk analysis
- use of mobile technology



Mobile technology for community feedback in outbreak responses

Ebola response DRC 2018- 2019

- Development of feedback app to capture qualitative information on beliefs / perceptions and rumours
- Real-time analysis of behavioural information > barrier / enabler analysis for behaviour change to adapt programme activities on ongoing basis
- Inform other response actors / external coordination (social science group)



Challenges

Timely information on epi trends to align social data analysis with RCCE

Systematic collection and analysis of communities' perspectives to inform response > closing the feedback loop

Different understanding of community engagement among governmental structure and different response actors

Confusion about role of communities across all pillars

"Moving out of our comfort zone"

Key asks

Discussion on RCCE as part of GTFCC tomorrow on strategic positioning and areas of guidance for NCP in the Framework





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