

HOW TO STRENGTHEN COMMUNITY ENGAGEMENT & ACCOUNTABILITY IN AFRICAN NATIONAL SOCIETIES



Build leadership buy-in

- Make accountability to communities a key performance indicator and discuss at leadership meetings
- Develop a CEA policy for the National Society
- Deliver awareness sessions to Governance

Secure staff

- Identify community engagement focal points in HQ and branches



Integrate community engagement into

- Strategies, annual plans and budgets
- Existing and new policies, guidelines and toolkits
- All programmes, and include a feedback and complaints system
- Implement the Movement-wide Minimum Commitments and Actions to CEA in your National Society
- Check community engagement is in the best place to support programmes and operations



Train staff and volunteers

- Roll out the branch level training and feedback starter kit
- Include community engagement in sector and surge trainings



Secure funding

- Include in donor proposals and budgets
- Encourage partner National Societies to include and fund community engagement and accountability in bilateral programmes
- Make a rule that all budgets include a % for community engagement

COMMUNITY ENGAGEMENT



Adapt internal processes

- Discuss how to act on community feedback in programme and operational meetings
- Build flexibility into donor proposals to respond to changing community needs
- Consult communities during proposal development
- Collect and save community feedback and use to inform future programmes



Promote accountability in communities

- Sensitize communities on their right to give feedback
- Brief community leaders on the National Society's commitment to transparency and participation



Improve internal accountability

- Strengthen internal communication with staff and branches
- Meet with volunteers regularly and listen to and act on their feedback
- Include community engagement responsibilities in job descriptions, inductions and appraisals
- Introduce 360° appraisals and an internal feedback and complaints system

Collect and share evidence

- Capture and share evidence showing the impact of community engagement
- Include indicators to measure accountability in programmes and operations

