

COMMUNITY AND
ORGANIZATIONAL
PERCEPTIONS
ON FEEDBACK:
CYCLONE IDAI
RESPONSE,
MOZAMBIQUE

JULY
2019

PARTNERS:



The CDAC Network project in Mozambique is funded by the H2H Fund, which is supported by UK aid from the UK government

With Support From:





Photo 1 - A village flooded and houses flattened [8]

CYCLONE IDAI

On March 14, torrential floods and hurricane winds over 195 kph ripped through Mozambique, Zimbabwe, and Malawi. Over 602 people perished in what was the second-deadliest storm to ever hit the southern hemisphere [1]. Even more casualties came in the following weeks and months due to rampant flood-related diseases [2]. Around 3 million people were affected, and even four months later thousands are still displaced and have no home to return to [3].

The International Federation of Red Cross and Red Crescent Societies called it one of the worst humanitarian crises in recent history for Mozambique [4]. Heavy rainfall flooded over 700,000 hectares of farmland, and even 5 days after the storm it was reported that around 100,000 people were still stranded on roofs and treetops awaiting rescue [5]. To repair the infrastructure damages across the seven provinces affected by this cyclone Idai and Kenneth would take an estimated \$3.2 billion USD, making it the costliest disaster to ever hit southern Africa. [6]

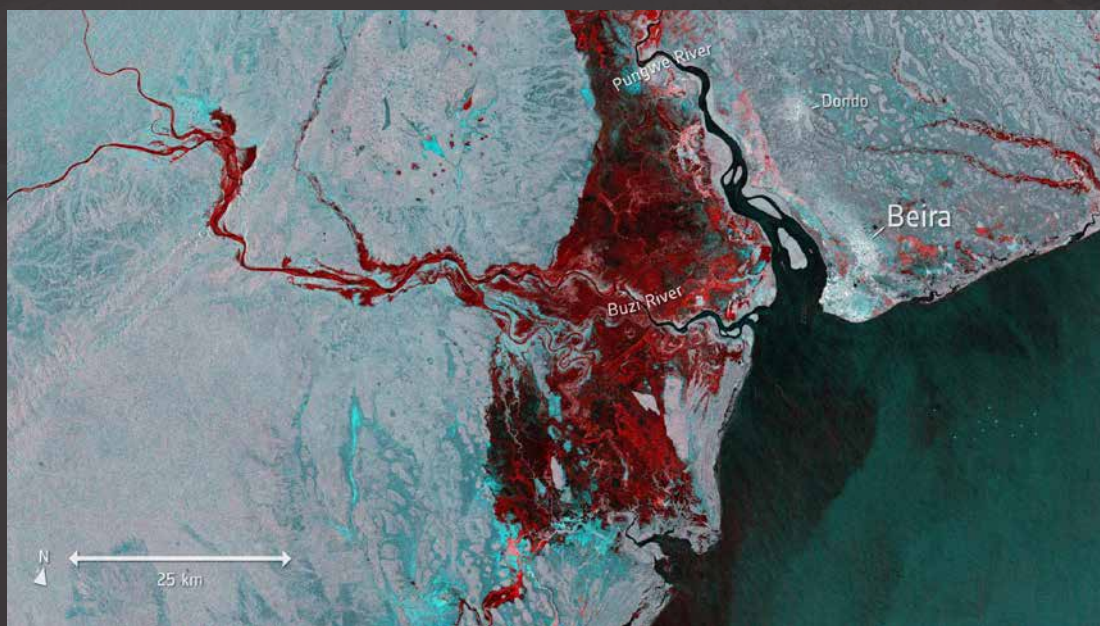


Photo 2 - Satellite image depicting the extent of the flooding in red [7]

ABOUT EQUIP MOZAMBIQUE

Equip Mozambique (EM) is a non-profit organization aimed at bringing an end to the cycle of poverty through educating, equipping, and empowering Mozambicans of character to transform their nation.

Founded in 2014, EM has created a framework of leadership development through project incubation, finding leaders with great potential and a dream for helping their own people, and working with them to turn those dreams into reality. EM also works to connect Mozambique to the rest of the world in a mutually beneficial manner, bringing in needed resources

from outside and sharing the strengths of the resilient Mozambican people in return.

Following Cyclone Idai, EM used its extensive network of local partners to help relief efforts locate the communities in greatest need of aid. Just a few weeks after the storm, the EM tech team developed and released an app called AIDai to help people find shelter, food, medical care, and clean water. Now EM is engaged in various rehabilitation projects and partnerships, such as reconstruction of community buildings and working to bridge the connection gap with the global community.

ABOUT CDAC

Established in 2009, the organization Communicating with Disaster Affected Communities (CDAC) is a growing network of more than 30 humanitarian, media development, social innovation, technology, and telecommunication organisations, dedicated to saving lives and making aid more effective through communication, information exchange and community engagement.

Bringing together local, regional and global actors to catalyse communities' ability to connect, access information and have a voice in humanitarian emergencies. This enhances the effectiveness of aid; fosters greater accountability, transparency and trust; and improves the outcomes experienced by affected people.

AUTHORS

JON REINAGEL - Director & Data Analyst - Equip Mozambique

EBEL CHIMUNTHU - Community Engagement and IT - Equip Mozambique

CARLA REINAGEL - Communications Coordinator - Equip Mozambique

PAULO ROSA - Graphic Design and Layout - Equip Mozambique

SPECIAL ACKNOWLEDGEMENTS:

MARIANA PALAVRA - Communication for Development Specialist (C4D) -
UNICEF

ACRONYMS

CDAC – Communicating with Disaster Affected Communities

CE – Community Engagement

EM – Equip Mozambique

GBV – Gender Based Violence

IFRC – International Federation of Red Cross and Red Crescent Societies

PSEA – Prevention Against Sexual Exploitation and Abuse

UNICEF – United Nations Children’s Fund

WASH – Water, Sanitation, and Hygiene

TABLE OF CONTENTS

About Cyclone Idai	3
Introduction.....	4
About Equip Mozambique	4
About CDAC	4
Authors.....	5
Acronyms	5
Table of Figures	8
Table of Photos	9
Methodology.....	10
Organizational Survey.....	11
Community Survey.....	12
Community Demographics	13
Key Results Summary	14
1 Organizational Approach to Feedback Mechanisms	16
1.1 Community Engagement Indicators and Staffing	17
1.2 Locations of Survey	18
1.3 Sectors of Mobilizers	19
2 Feedback Mechanisms' Implementation in Communities	20
2.1 Frequency of Feedback	21
2.2 Information Sharing	22
2.3 Feedback Report Deadlines	23
2.4 Inter-Organizational Feedback Systems	24

3 Community Perspective26

4 Languages and Communication Channels28

 4.1 Languages28

 4.2 Channels of Communication29

 4.3 Communities' Preferred Methods to Give Feedback30

5 Humanitarian Perception: Community's View32

6 Importance of Community Engagement34

7 Recommendations36

Appendices38

 List of Participating Organizations38

 Citations and Photo Credits39

TABLE OF FIGURES

Figure 1 - Number of workers in the community - N=23.....	17
Figure 2 - Locations where feedback was collected - N=25	18
Figure 3 - Locations of social mobilizers - N=25	18
Figure 4 - Sectors in which social mobilizers work - N=24	19
Figure 5 - Approach to community engagement - N=24	19
Figure 6 - Frequency of feedback methods - N=25	21
Figure 7 - Kinds of information shared with communities - N=25	22
Figure 8 - Source of information shared with communities - N=25	22
Figure 9 - Response time for community feedback - N=26	23
Figure 10 - Systems for feedback unrelated to organization’s focus - N=25	24
Figure 11 - Difficulties in community engagement - N=26	18
Figure 12 - Languages used to communicate with communities - N=25	28
Figure 13 - Methods of communication with communities - N=25	29
Figure 14 - Best ways for communities to communicate - N=556	29
Figure 15 - Communities’ preferred channels of communication - N=554	31
Figure 16 - People with greatest difficulty accessing information - N=555	32
Figure 17 - Effectiveness of efforts with better-informed communities - N=25	34
Figure 18 - Organizations’ future feedback plans - N=26	35

“N=” indicates the total number of responses from which the figure was created

TABLE OF PHOTOS

Cover Photo - An IFRC responder speaks to evacuees in Beira [IFRC]1
Photo 1 - A village flooded and houses flattened [IFRC]2
Photo 2 - Satellite image depicting the extent of the flooding [ESA]3
Photo 3 - A man approaches an IFRC relief team for help [IFRC]10
Photo 4 - IFRC responders meet [IFRC]11
Photo 5 - A young man in front of his flooded neighborhood [IFRC]13
Photo 6 - An IFRC responder speaks with community members in Beira [IFRC]	...15
Photo 7 - Beira residents the morning after the cyclone [IFRC]16
Photo 8 - An IFRC responder speaking with evacuees in Beira [IFRC]17
Photo 9 - IFRC responders [IFRC]18
Photo 10 - Evaluating water quality [UNICEF]19
Photo 11 - An IFRC responder listens to a community member [IFRC]20
Photo 12 - A UNICEF WASH officer helps a displaced woman [UNICEF]23
Photo 13 - A Moz. doctor speaks with a health specialist [UNICEF]25
Photo 14 - An IFRC team gathering information in the community [IFRC]26
Photo 15 - A communications officer interviewing young mothers [UNICEF]	...27
Photo 16 - IFRC volunteers making announcements with megaphones [IFRC]29
Photo 17 - A woman expresses her needs to an IFRC team [IFRC]30-31
Photo 18 - Women awaiting a food distribution - Caileigh Jane Smith [EM]32
Photo 19 - An IFRC responder hearing an evacuee’s story [IFRC]33
Photo 20 - A UNICEF worker training social mobilization activists [UNICEF]	..35
Photo 21 - A child protection specialist with a social worker [UNICEF]37

METHODOLOGY

ABOUT THE SURVEYS

Equip Mozambique led a survey addressed to all humanitarian organisations responding to cyclone Idai through most of the clusters and inter cluster meetings and listservs, to which a total of 7 national and 19 international organizations responded, including seven from the UN. The survey focusing on the Community Engagement (CE) efforts by the humanitarian organizations, particularly assessing communication and feedback mechanisms.

In parallel, another survey was conducted with the support of UNICEF and Mozambique Red Cross in two affected districts - Dondo and Beira. The survey aimed to assess communities' views on the most used channels of communication, preferred channels to provide feedback and their perceptions of the humanitarian work. A total of 556 responses were collated in these results.



Photo 3 - A man approaches an IFRC relief team for help [8]



Photo 4 - IFRC responders meet [8]

ORGANIZATIONAL SURVEY

All data was collected through the organizations taking an online survey and the answers are self-reported. This being the case, the survey results give insight into the kind of activities taking place but does not investigate the quality or effectiveness of these activities. The survey was shared through the Community Engagement Working Group, the Inter-cluster meetings, and throughout several other working group mailing lists. Several organizations were approached individually to participate in the survey. Survey results were collected between July 3rd and July 11th, 2019. All results reported are from this organizational survey unless reported otherwise.

The survey asked about key parts of CE such as feedback collection methods, how information is shared and distributed, and organizational perspective on CE activities and methods. This survey considers CE everything pertaining to the engagement, sharing of information, and data collection and analysis of communities, and looks at all organizations, not just the ones principally focused on CE. Job titles used to describe field staff and volunteers is subjective and may depend on the organization reporting. Most interestingly, this data is compared with the tandem community survey to see if the methods most used by organizations is truly effective at communicating with the communities they serve.

COMMUNITY SURVEY

The community survey was conducted by UNICEF-supported Red Cross volunteers who collected the data in 13 different affected neighborhoods in Beira and in the Mandruzi resettlement site in Dondo through a door to door approach. Each surveyor wrote down the community member's response to the questions, and these surveys were then digitized and collated. There were 556 responses to the survey, and all of the participants took the survey between the 10th and 13th of July.

Because of limited resources, time, and logistical constraints, it is not fully representative of the entire community being helped by the humanitarian agencies.

Twinned with the organizational survey, the goal is to get a comprehensive look into community engagement and feedback, and whether the humanitarian organization's methods and strategies for communication are really being effective in addressing people's needs and feedback. Additionally, the survey aims to see how the community would like to communicate with aid agencies and vice versa, what are their preferred channels to provide feedback and seeks to compare how the different agencies are interacting with communities. Finally, the survey aims to assess how the community perceives the humanitarian work.

REPORT COLOR KEY:

ORGANIZATIONAL SURVEY QUESTIONS AND RESULTS ARE IN BLUE

COMMUNITY SURVEY QUESTIONS AND RESULTS ARE IN YELLOW

COMMUNITY DEMOGRAPHICS

Community Response Demographics

UNICEF / Mozambique Red Cross Conducted Survey

11-13 of July, 2019

293 In affected communities in Beira

263 in the Madruzi resettlement site in Dondo

Respondents: 556 total, 35.1% Male, 64.9% Female

Age:

6.3%	15-19 Years
42.1%	20-30 Years
37.4%	30-50 Years
13.2%	Over 50 Years

Preferred Language:

44.9%	Portuguese
40.4%	Sena
11%	Ndau
3.7%	9 other reported languages

Access to communication methods:

38.1%	Television
53.6%	Radio
39.3%	Telephone

Literacy (self-reported):

68.7%	Reading
68.4%	Writing

80.4% Religious Service participation

Photo 5 - A young man in front of his flooded neighborhood [8]

KEY RESULTS

INTER-ORGANIZATIONAL COMMUNICATION

Communication and community engagement appears to have been largely embraced as a core function of humanitarian action, with 83% of organizations purporting to have targets for community engagement in the Cyclone Idai response. However, it would seem that such efforts have yet to be fully translated into tangible results, with 42% of community respondents perceiving that organizations did not take their

feedback into account. This may be due to the fact that only 40% have a system to deal with feedback that doesn't fall under their organization's activities, and the 33% humanitarian respondents that affirm that inter-organizational communication is a difficult or very difficult part of the community engagement, often preventing organizations from dealing with feedback related to other sectors.

COMMUNITY RECEPTION OF FEEDBACK

Although 87% of the organizations affirm they shared information about services related to certain activities, only 61% of the affected population received the information

they needed about humanitarian aid and just 30% knew where to access humanitarian help and services.

COMMUNITY PERCEPTION

50% organizations have a feedback response time of 7 days or greater. This period of time might be another factor explaining the 42% of people who don't think that humanitarian workers listen and act taking into consideration the affected population feedback. Also worrying is that 65% of community respondents don't think humanitarian aid is reaching those most in need and the 50%

that think that humanitarian aid is not behaving with respect to the affected populations. 31% of the community respondents reporting having given feedback to a humanitarian organization. People who reported giving feedback were 8% more likely to say aid workers treated the community with respect and 20% more likely to say aid was reaching those most in need.

ORGANIZATIONAL AND COMMUNITY COMMUNICATION METHOD CORRELATION

On a positive note, the current main channels of communication used by organizations – social mobilizers, community leaders and radios - line up with the preferred channels indicated by the affected communities, namely:

- 1) Community leaders
- 2) Telephone
- 3) Social mobilizers and humanitarian organizations

To give feedback, the communities prefer to use:

- 1) Phone (calls and SMS)
- 2) Community leaders
- 3) Radio and social mobilizers

This also correlated strongly with what feedback methods organizations are planning on increasing in the future:

- 1) Field staff
- 2) Community committees meetings
- 3) Focus groups



Photo 6 - An IFRC responder speaks with community members in Beira [8]

1 ORGANIZATIONAL APPROACH TO FEEDBACK MECHANISMS

97%

ORGANIZATIONS SURVEYED COLLECT FEEDBACK FROM THE COMMUNITY

When disasters strike, affected communities are grateful for the help that arrives in the form of rescue missions, emergency health care, and food and water. While some needs are assumed and provided automatically, it is crucial for organizations to communicate with the affected communities in order to better understand their most pressing problems and how to resolve them.

When these relief organizations were surveyed, 97% indicated that they collect feedback from the communities they serve, demonstrating that it is a standard practice. This shows the importance that organizations are giving to two-way communication, instead of just one-way messaging with the community.



Photo 7 - Beira residents try to find someplace dry and safe the morning after the cyclone [8]

1.1 COMMUNITY ENGAGEMENT INDICATORS AND STAFFING

83%

ORGANIZATIONS HAVE INDICATORS OR TARGETS FOR SUCCESSFUL COMMUNITY ENGAGEMENT

83% of organizations reported having targets and/or indicators for successful community engagement. This demonstrates that CE is a core focus for many organizations, and the majority of organizations are seeking to improve their interaction with the communities they serve.



Photo 8 - An IFRC responder speaking with evacuees in Beira [8]

HOW MANY FIELD STAFF / VOLUNTEERS / SOCIAL MOBILIZERS WORK / HAVE WORKED IN THE COMMUNITY?

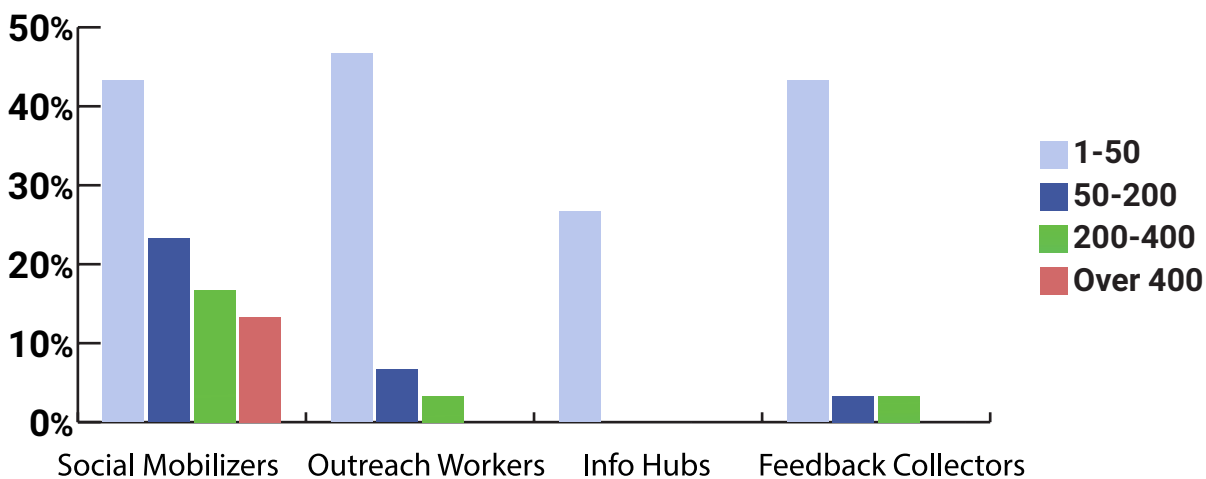


Figure 1 - Number of workers in the community

Figure 1 shows what type of field staff were deployed in the field. Though not necessary for successful community engagement, most organizations employed social mobilizers of some sort. The number of

outreach workers and feedback collectors were about the same. Relatively few organizations reported staffing information hubs, and no organization reported over 50 information hub staff.

1.2 LOCATIONS OF SURVEY

WHERE HAVE YOU COLLECTED FEEDBACK?

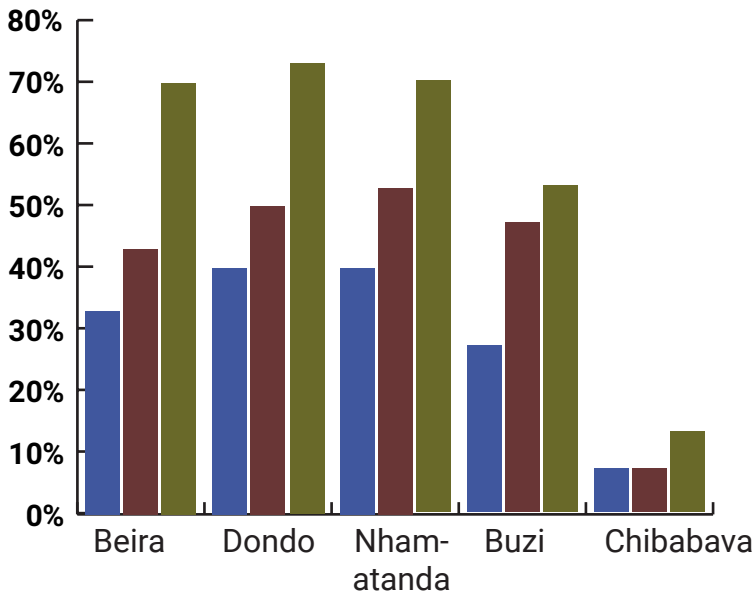


Figure 2 - Locations where feedback was collected

- Accommodation Centers
- Resettlement Sites
- Affected Communities

The survey focused on the five districts with the most humanitarian need. All districts experienced considerable damage and flooding, with the worst flooding happening in the Buzi district. Figure 2 shows that, independent of district, there was more feedback being collected in the affected communities than in accommodation centers or resettlement sites.

Beira’s population is mostly urban and its accommodation centers were open for less time than the other districts, explaining the relative disparity between feedback collected between affected communities and the other sites.

Chibabava’s remoteness, small population, and lack of humanitarian organization presence accounts for the smaller numbers for the difference in feedback and social mobilizers.

WHERE DO YOU HAVE OR HAVE HAD SOCIAL MOBILIZERS?

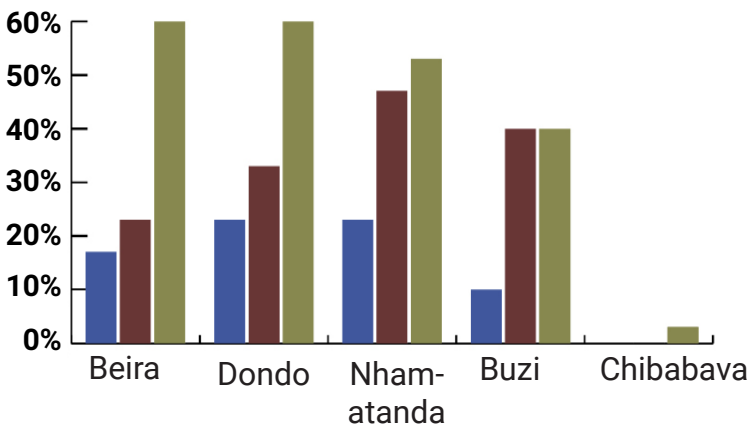


Figure 3 - Locations of social mobilizers



Photo 9 - IFRC responders [8]

1.3 SECTORS OF MOBILIZERS

IN WHAT AREA/SECTOR DO THE SOCIAL MOBILIZERS WORK?

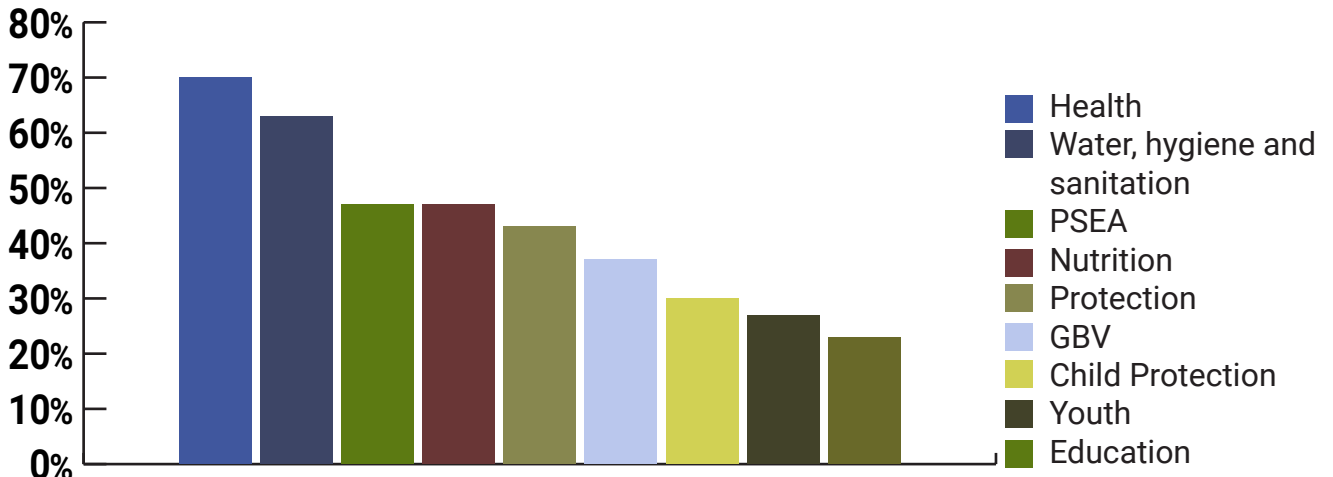


Figure 4 - Sectors in which social mobilizers work

As reported by the organizations, 70% of the organizations who had social mobilizers were working with health-related activities. WASH activities came in second at 63% of organizations reporting. PSEA and Nutrition were both covered by 47% of organizations. Youth and education were the least represented with 27% and 23% respectively reporting that their mobilizers worked in these sectors.



Photo 10 - Evaluating water quality - © UNICEF/Oatway [9]

HOW WOULD YOU DESCRIBE YOUR ORGANIZATION'S APPROACH TO COMMUNITY ENGAGEMENT?

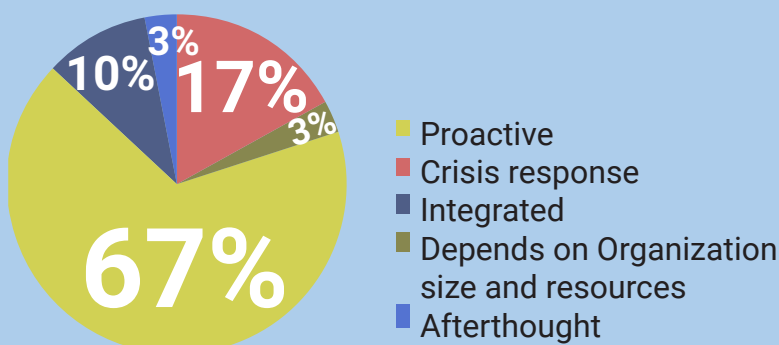


Figure 5 - Approach to community engagement

Another positive statistic when it comes to the state of CE is the organization's approach. 67% of organizations reported that their organizational approach could be described as "Proactive: Community Engagement is an integral part of what the organization does." This shows that most organizations look at CE as a substantial part of what they do.

2 FEEDBACK MECHANISMS' IMPLEMENTATION IN COMMUNITIES

83%

ORGANIZATIONS THAT FORMALLY TRACK COMMUNITY FEEDBACK GIVEN TO FIELD EMPLOYEES

In investigating feedback methods, multiple questions were used both for the organizations participating and the communities that were polled. By pairing the data from the organizations about the ways that

they communicate and the feedback from the community on how they are most commonly reached, it is possible to see what methods are most effective with respect to the efforts placed in them.



Photo 11 - An IFRC responder listens to a community member [8]

2.1 FREQUENCY OF FEEDBACK

HOW OFTEN DO/DID THE FOLLOWING FEEDBACK METHODS TAKE/TOOK PLACE THROUGH YOUR ORGANIZATION?

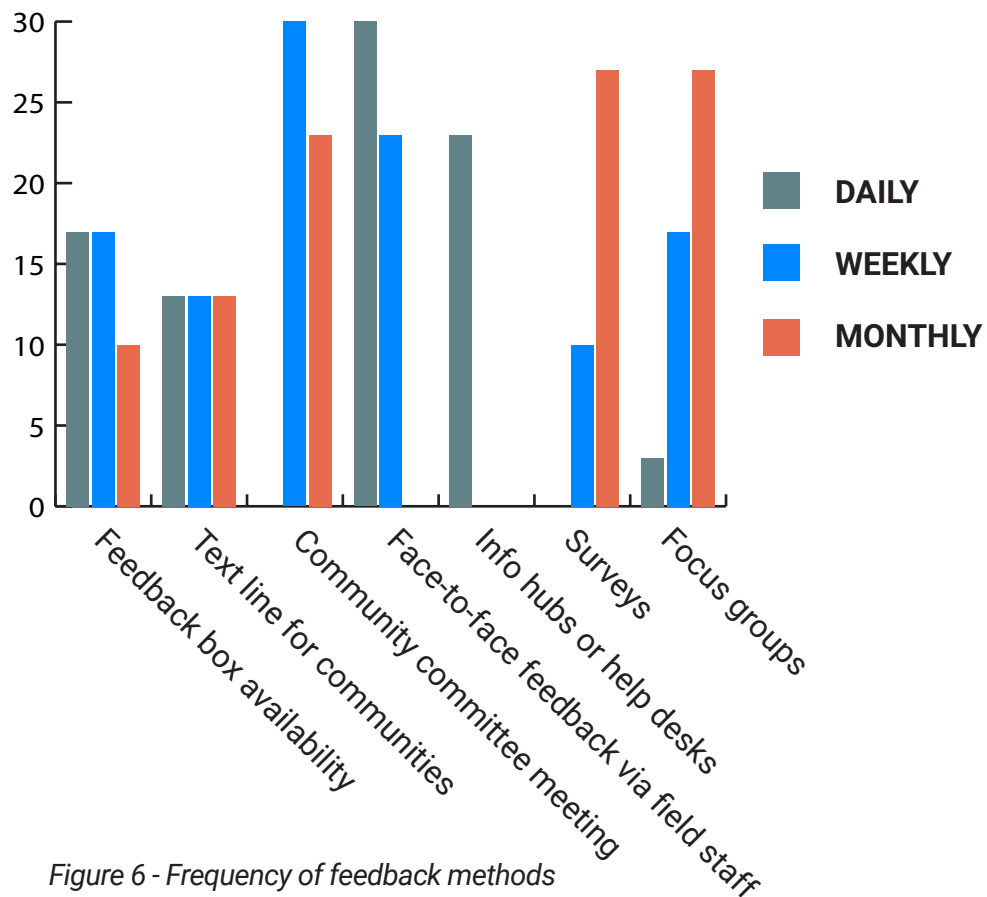


Figure 6 - Frequency of feedback methods

Feedback methods and frequency varied greatly by the organization, but the two most common types of feedback were the community committee meeting and face-to-face feedback through field workers. 53% of organizations reported regular community committee meetings, with 30% of organizations reporting weekly community meetings. 53% of organizations also reported collecting

feedback through face-to-face interactions through fields workers, and almost 30% reported these activities were daily.

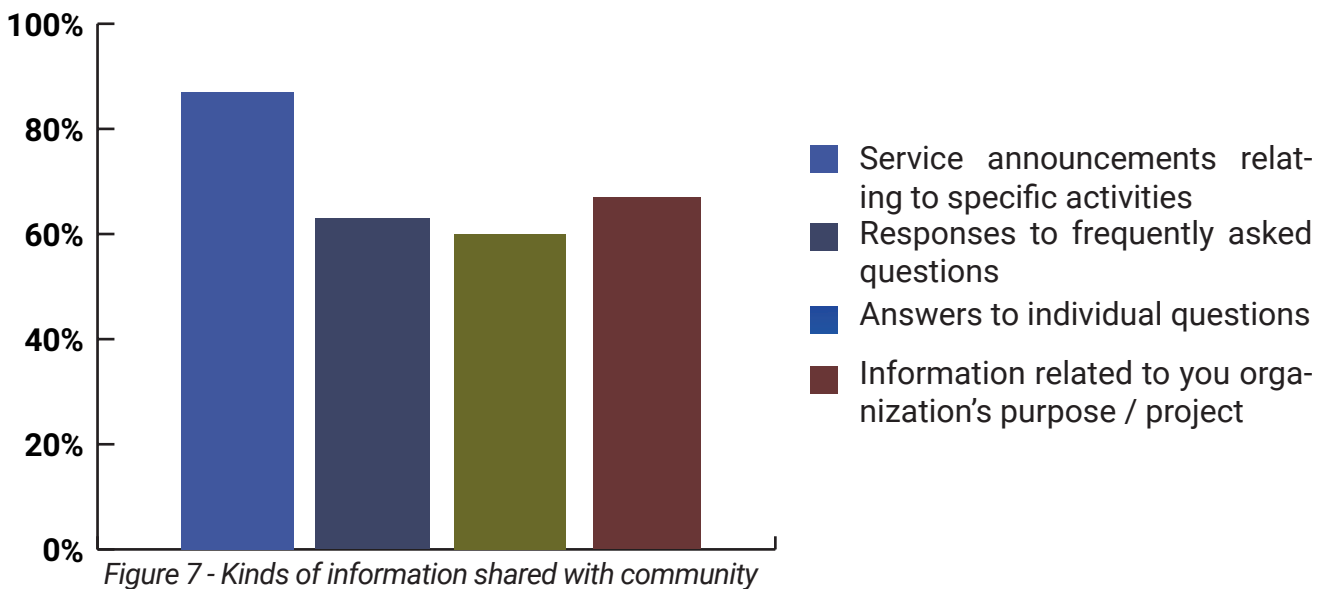
Among the less used forms of feedback were the text lines and the info hubs; 11 out of the 30 organizations reported some usage of surveys and only 7 organizations reported using info hubs.

2.2 INFORMATION SHARING

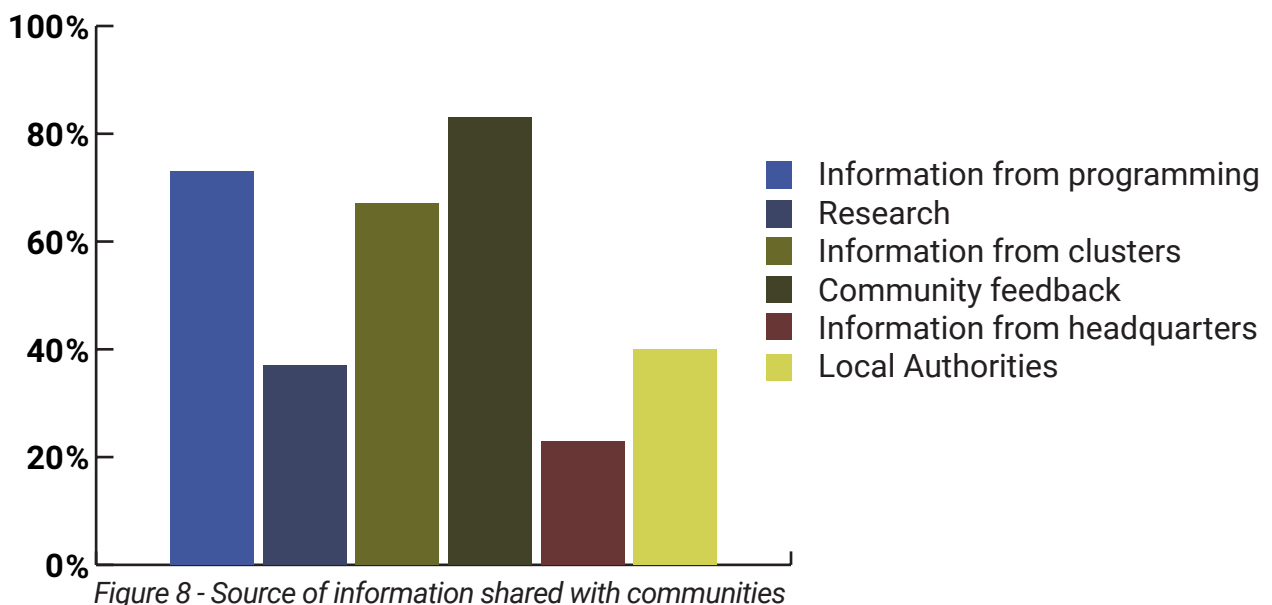
Part of successful community engagement is not just gathering feedback but responding to the needs of the community. While a lot of information is shared with the community, of particular interest to the report was whether this communication changed based on the needs of the community as represented by feedback. Figure 8 shows

that over 80% of organizations shared information that came from community feedback, even higher than the control question of “Information from Programming” which should logically be close to 100%. This data would need to be investigated more before any certain conclusions may be drawn.

WHAT KIND OF INFORMATION DOES/HAS YOUR ORGANIZATION SHARE/SHARED WITH THE COMMUNITY?



WHERE DOES THE CONTENT COME FROM FOR THE INFORMATION YOU SHARE/SHARED WITH THE COMMUNITY?



2.3 FEEDBACK REPORT DEADLINES

50%

ORGANIZATIONS HAVE A DEADLINE OF 7 DAYS OR MORE TO REPORT FEEDBACK

Giving feedback is important to the community, nevertheless only 26.3% of community respondents replied that they had given feedback to a humanitarian organization. However, many more individuals may be encouraged to give feedback if they felt like it would receive a favorable and timely response.

When feedback for an urgent situation only receives a response a week or more later, it is easy to see why the communities may feel their voice is not taken into account.



Photo 12 - A UNICEF WASH officer helps a displaced woman - © UNICEF/Gumulira [9]

WHAT IS YOUR ORGANIZATION'S DEADLINE TO RESPOND TO FEEDBACK?

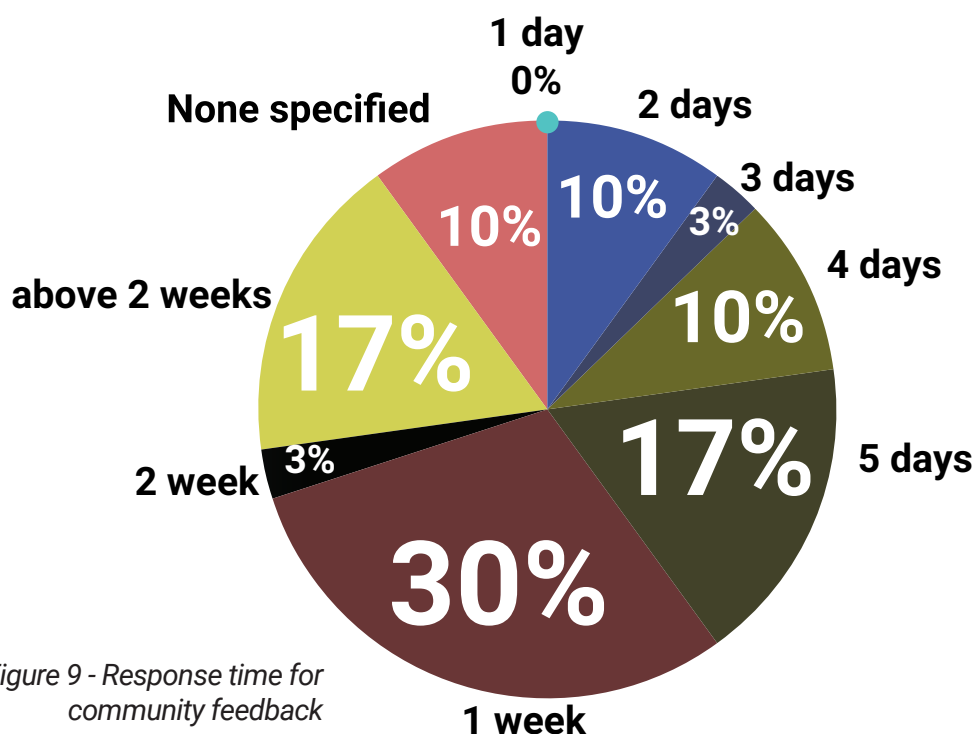


Figure 9 - Response time for community feedback

2.4 INTER-ORGANIZATIONAL FEEDBACK SYSTEMS

In the humanitarian response efforts, many organizations enter the field with different levels of training. However, the communities effectively treat them as one: the response teams. Because of this, often individuals will give feedback outside of the purview of a certain organization's workers. For example, an aid worker at a food distribution may be asked a question about cholera or may be told about a WASH need. Even if this worker cannot help, it is important this feedback gets reported to a person or an organization that can do something about it. However, there is clearly room for improvement where this is concerned.

With respect to feedback systems, 40% of organizations reported that they had a system for dealing with feedback that does not fall under their activities, while 14% were developing a system. Alarming, this means that there is no system in place for 60% of organizations and their workers. Clearly if a uniform and cohesive response effort is to be made multi-sectorally, feedback systems need to be in place and data needs to be systemically given to organizations who can respond.

DO YOU HAVE A SYSTEM TO DEAL WITH FEEDBACK THAT DOES NOT FALL UNDER YOUR ORGANIZATION'S ACTIVITIES?

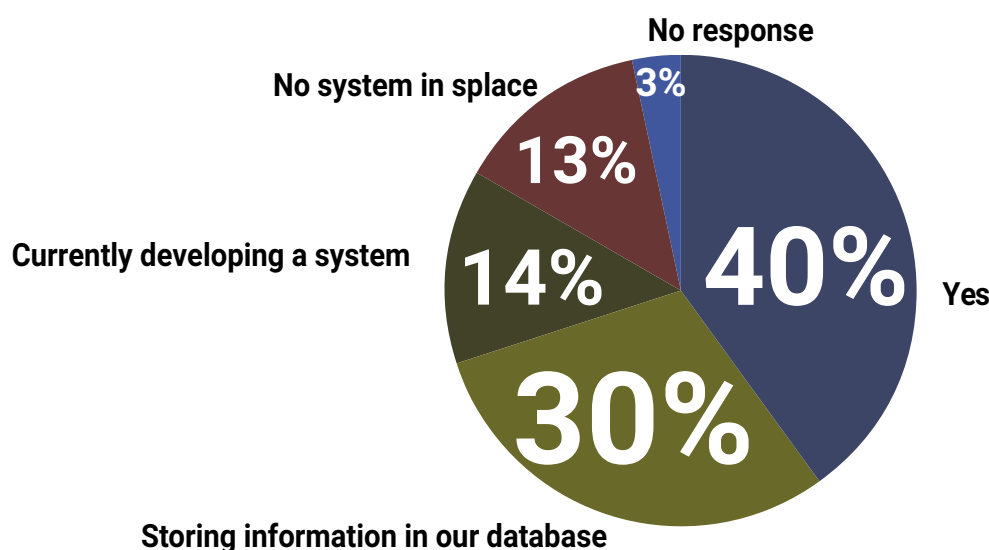


Figure 10 - Systems in place for feedback unrelated to organization's focus



Photo 13 - A Mozambican doctor speaks with a UNICEF health specialist - © UNICEF/Wikus de Wet [9]

One of the clearest results of the survey was the need for more communication between organizations. When the organizations were asked what the most difficult part of CE was, the majority responded with “Inter-Organization miscommunication”. This even outnumbered such significant issues as logistics, training, and technical / spoken language differences. What is even more surprising is that inter-organizational communication is within the ability of organizations to improve, quite unlike the lan-

guage barriers or logistical difficulties. When asked whether they had a system in place to deal with feedback that did not fall under their organization’s activities, Figure 10 shows that only 40% responded positively, while another 30% stated they saved the information but there was no system to communicate it with the involved organizations. Clearly there is ample room for improvement in inter-organizational communication and how organizations communicate information.

WITH REGARD TO COMMUNITY ENGAGEMENT AND UNDERSTANDING, PLEASE RATE THE FOLLOWING IN TERMS OF DIFFICULTY EXPERIENCED

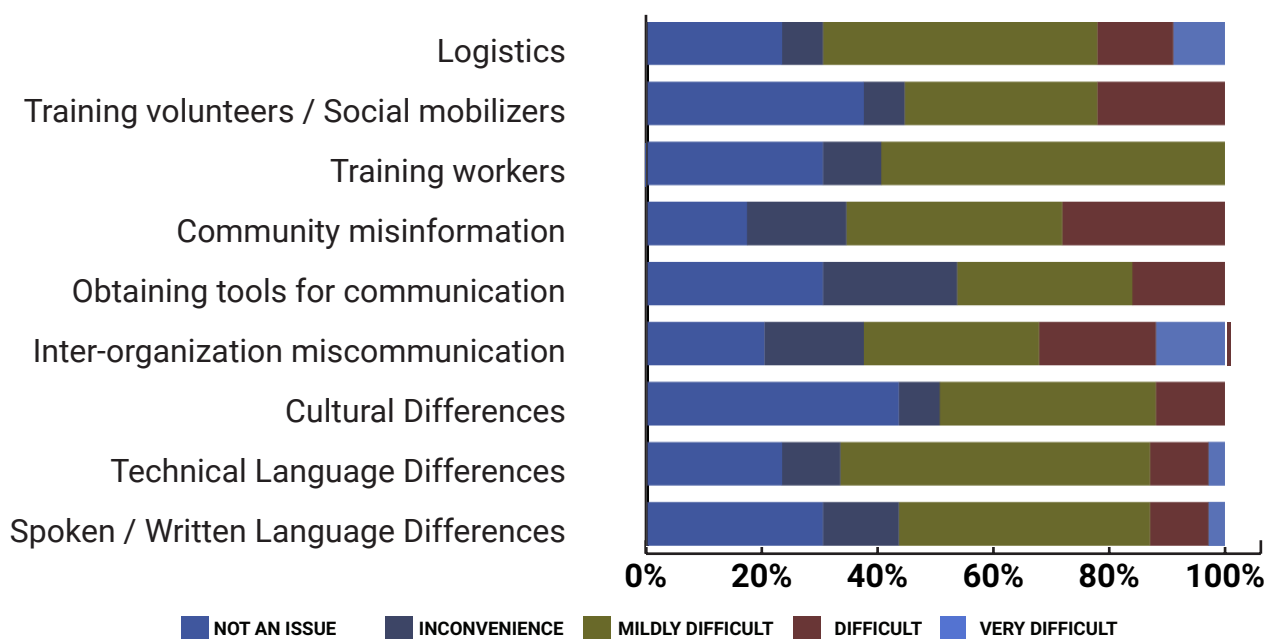


Figure 11 - Aid workers’ difficulties in community engagement

3 COMMUNITY PERSPECTIVE ON FEEDBACK MECHANISMS

61%

OF RESPONDENTS RECEIVED THE INFORMATION THEY NEEDED ABOUT HUMANITARIAN AID

A discouragingly high statistic was that 42% of community respondents thought that humanitarian organizations did not take their feedback into account. This may be partially explained by the issue of timing presented in Figure 5; that the deadline to report on feedback is more than 7 days for the majority of organizations. So insti-

tutionally, organizations feel like they are responding to feedback but the individuals that give the feedback often do not see a result from their responses because the response occurs much later and may be implemented in the next training cycle or in the next village; not necessarily in the same location.

42%

OF RESPONDENTS THOUGHT ORGANIZATIONS DID NOT TAKE THEIR FEEDBACK INTO ACCOUNT



Photo 14 - An IFRC team gathering information in the community [8]



Photo 15 - A UNICEF communications officer interviewing young mothers - © UNICEF/Gumulira [9]

30%

**OF RESPONDENTS KNEW WHERE TO ACCESS
HUMANITARIAN HELP AND SERVICES**

Also of note was the community survey response to “Do you know where to access humanitarian help and services?”, with only 30.1% of those interviewed responding in

the affirmative. For how much time, energy, and resources are spent on communication, this is a shockingly low percentage and warrants further investigation.

26%

**OF COMMUNITY MEMBERS REPORTED GIVING FEED-
BACK TO A HUMANITARIAN ORGANIZATION.**

4 COMMUNICATION LANGUAGES AND CHANNELS

4.1 LANGUAGES

IN WHICH LANGUAGES DOES/DID YOUR ORGANIZATION SHARE INFORMATION?

	English	Portuguese	Sena	Ndau	Chuabo
Videos	3%	17%	7%	7%	0%
Face-to-face communication	79%	72%	76%	21%	10%
Audio content: non-radio	10%	34%	14%	14%	0%
Flyers / leaflets / posters for the community	3%	48%	41%	41%	14%
Flyers / leaflets / written updates for field staff	7%	34%	21%	21%	7%
Text messaging	0%	7%	3%	3%	3%
Radio content	0%	24%	21%	21%	10%

Figure 12 - Languages used to communicate with communities

As expected, the most communication methods were established in Portuguese, which is the national language of Mozambique. Because not everyone in the affected communities speaks Portuguese, much of the relief had to focus on the local languages. Organizations used Portuguese then Sena and Ndau in order of popularity, which is in line with the communities surveyed. As was stated in the community response demographic, 45% of community members surveyed preferred Portuguese while 40% preferred Sena, 11% preferred Ndau and 4% another language.

72% of organizations stated that they had face-to-face communications in Portuguese and 70% had face-to-face commu-

nication in Sena. 41% of organizations reported having fliers, leaflets or posters in Sena and Ndau, and 21% reported having radio content in these languages.

Interestingly, organizations across the board stated having equal information resources in Ndau and Sena except for in face-to-face communication, where there were 3.5 times as many organizations that reported using Sena as Ndau.

Comparing this table with Figure 14, there is a strong opportunity to use text messaging to communicate with the communities, as many community members state that is is a preferred communication method and only 7% of organizations report using it.

4.2 CHANNELS OF COMMUNICATION

WHAT ARE CHANNELS YOUR ORGANIZATION USES TO COMMUNICATE?



Photo 16 - IFRC volunteers making announcements with megaphones [8]

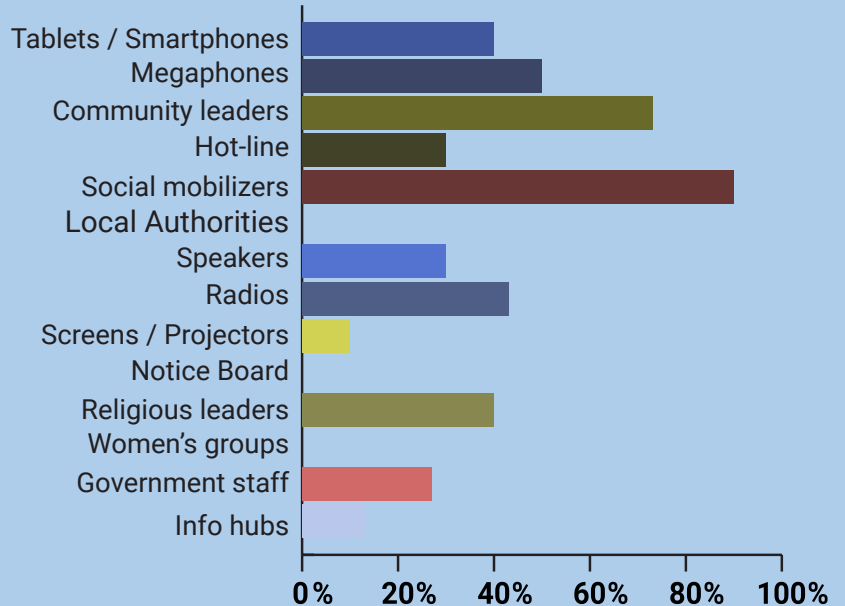


Figure 13 - Methods of communication with communities

Figure 13 shows the most common methods that organizations use to communicate with affected communities, with the highest being social mobilizers and community leaders. Fortunately, when the communities were in turn asked how they would like to

hear from the agencies (Figure 14), many the same methods were mentioned. Many agencies expressed plans to correlate even more strongly with the communities' preferences in the future, as indicated in Figure 18.

WHAT ARE THE BEST THREE WAYS FOR THE COMMUNITY TO COMMUNICATE WITH OR HEAR FROM HUMANITARIAN AGENCIES?

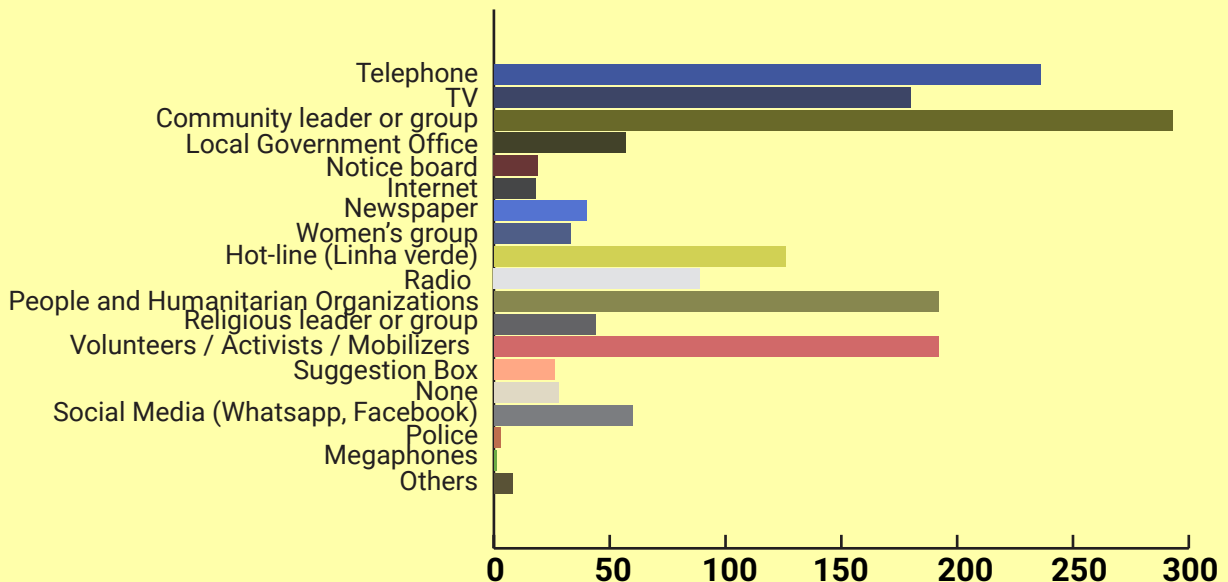


Figure 14 - Best ways for communities to communicate with aid agencies

4.3 COMMUNITIES' PREFERRED METHODS TO GIVE FEEDBACK

In terms of preferred channels to specifically provide feedback, telephones featured prominently in the list, with phone calls the most preferred way and SMS 3rd. Community leaders and field workers in general were 2nd and 4th respectively. In comparing this with Figure 18, organizations are looking more into utilizing the 2nd and 4th most preferred methods, but also be looking more into how to use technology to better access the community.

An interesting aside is that 52% of individuals stated their preferred method of feedback was the telephone but only 39% reported having access (Figure 15). Reasons for this could be network effects, veracity, or immediacy. Network effects in a village mean that even if an individual does not have access to a cell phone, if there is urgent information then it can be passed along by someone who does have access. In regards to veracity, text messages or phone calls directly from an organization bring a certain level of confidence that may not be shared by methods of communication like person-to-person communication. Immediacy is a key benefit of cell phones as well, as the call or text itself is almost instantaneous and will always be more real-time than the other methods of communication.

However, there are two qualifications to take into account when looking at this data. First of all, this survey occurred 4 months after the cyclone, so technological methods that were unable to be used in the early

months of for aid efforts will feature more prominently now that most electric and cell networks are back up. The second is that the survey was conducted in the Dondo and Beira districts, which have a higher access to cell phone networks and technology in general than the other affected districts. Several subjective questions were asked to gather a perspective of how the community and humanitarian organizations interacted. While the results were not conclusive, they certainly warrant more investigation.



Photo 17 - A woman expresses her needs to an IFRC team [6]

WHAT COMMUNICATION CHANNELS DO YOU PREFER TO USE TO GIVE FEEDBACK ABOUT HUMANITARIAN AID? (SELECT TOP THREE)

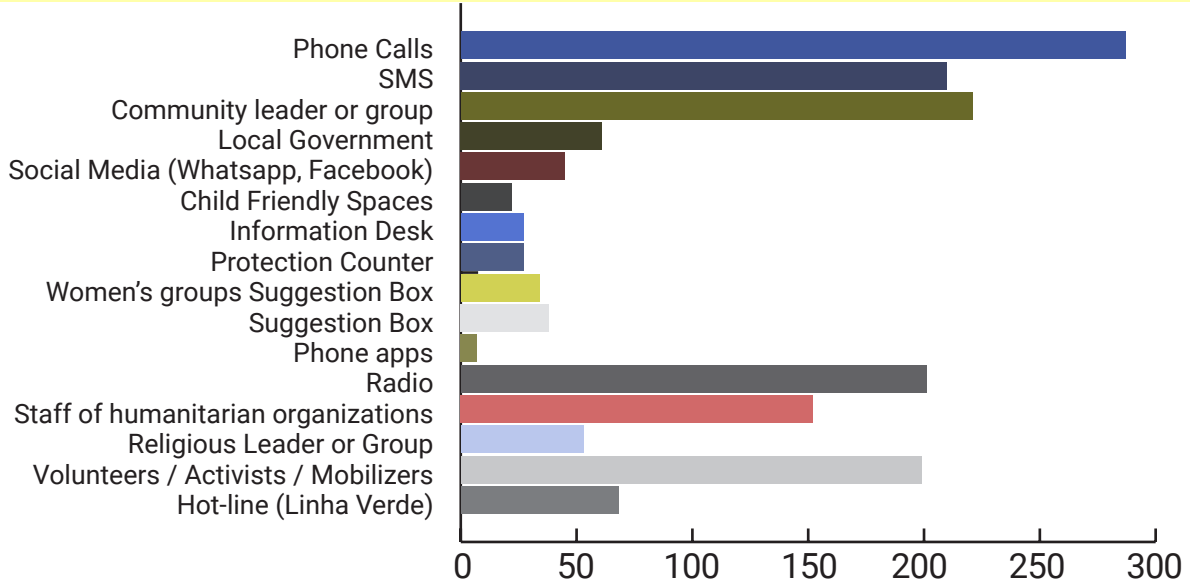


Figure 15 - Communities' preferred channels of communication for feedback



5 HUMANITARIAN PERCEPTION: COMMUNITY'S VIEW

The community was asked several questions related to the humanitarian efforts in their areas. Figure 14 shows that 85% of the community says the group with the most difficulty accessing information were the elderly (50+ years old). This certainly warrants consideration; there is special effort taken to get information to the young, to women, and to the disabled. However; the elderly need to be taken into account when considering a humanitarian crisis as well and the community has recognized this as a strong need.



Photo 18 - Elderly women awaiting a food distribution

WHICH ARE THE THREE GROUPS WHO HAVE THE MOST DIFFICULTY ACCESSING INFORMATION? (SELECT THREE)

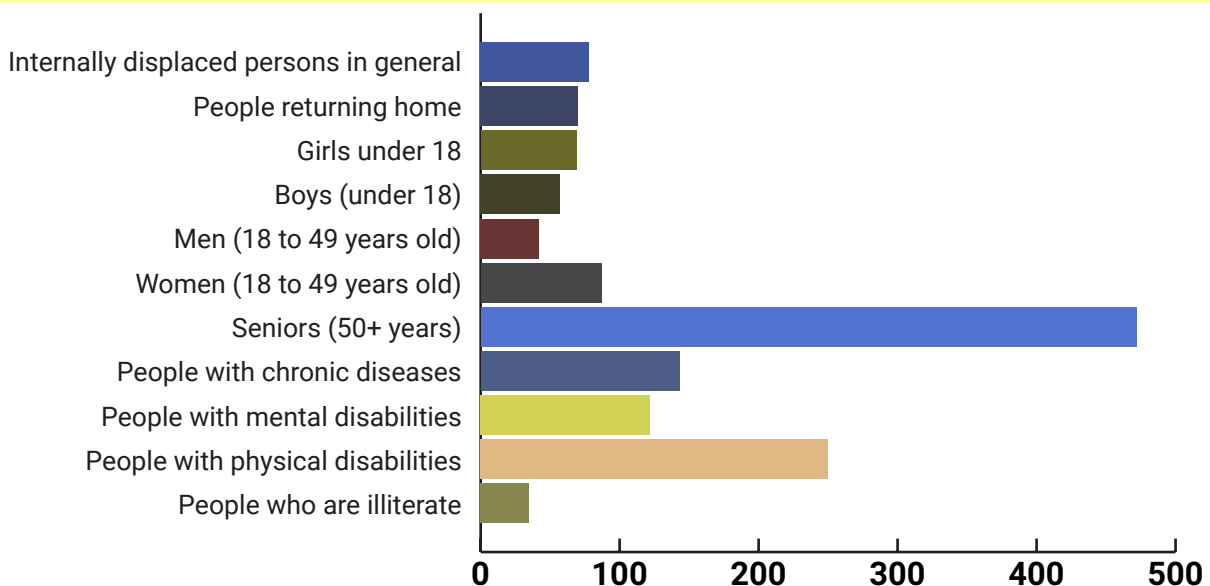


Figure 16 - Demographics of people who have highest difficulty accessing information



Photo 19 - An IFRC responder hearing an evacuee's story [8]

As stated in the statistics below gathered from the survey and mentioned on page 26, only 57.9% of community members think that humanitarian workers listen and respond to community feedback. Such low numbers indicate strong discouragement about taking part in the feedback process. Even more shocking is that only 34.7% of the community members think humanitarian aid is reaching those with the greatest

needs. Equally surprising is that 50.6% of community members think humanitarian aid behaves with respect to the affected populations. These statistics warrant additional investigation into the causes and reasons that there is such low esteem of the aid work and relationship between the community and the humanitarian organizations working in the community.

57.9%

OF COMMUNITY MEMBERS THINK THAT HUMANITARIAN WORKERS LISTEN AND RESPOND TO COMMUNITY FEEDBACK.

34.7%

OF COMMUNITY MEMBERS THINK HUMANITARIAN AID IS REACHING THOSE WITH THE GREATEST NEEDS.

50.6%

OF COMMUNITY MEMBERS THINK HUMANITARIAN AID BEHAVES WITH RESPECT TO THE AFFECTED POPULATIONS.

6 IMPORTANCE OF COMMUNITY ENGAGEMENT

Humanitarian organizations are not only seeing the value of community engagement, but they specifically see the value of increasing the methods and styles of communication and feedback mechanisms. 70% of organizations reported their work would be much more effective if they were serving a fully informed populace, indicating a very strong incentive to push for effort and funding into communication.

An increase of successful feedback collection can also lead to a number of fringe benefits. Community members who gave feedback were 8% more likely to say aid organizations treat the community with respect and 20% more likely to say aid was reaching those with the greatest needs.

IF SERVING A POPULACE FULLY INFORMED OF INTENTIONS, METHODS, AND PROCEDURES, OUR WORK IN THE COMMUNITIES WOULD BE _____ EFFECTIVE AS/THAN IT IS NOW

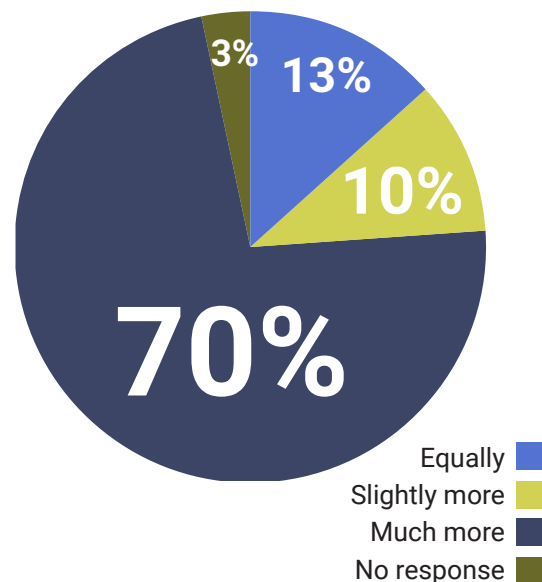


Figure 17 - Effectiveness working with better-informed communities

RESPONDENTS WHO GAVE FEEDBACK WERE:

8%

MORE LIKELY TO SAY AID ORGANIZATIONS TREAT THE COMMUNITY WITH RESPECT, AND

20%

MORE LIKELY TO SAY AID WAS REACHING THOSE IN GREATEST NEED

WHAT ARE YOUR ORGANIZATION’S FUTURE PLANS REGARDING THE FOLLOWING FEEDBACK COLLECTION ACTIVITIES?

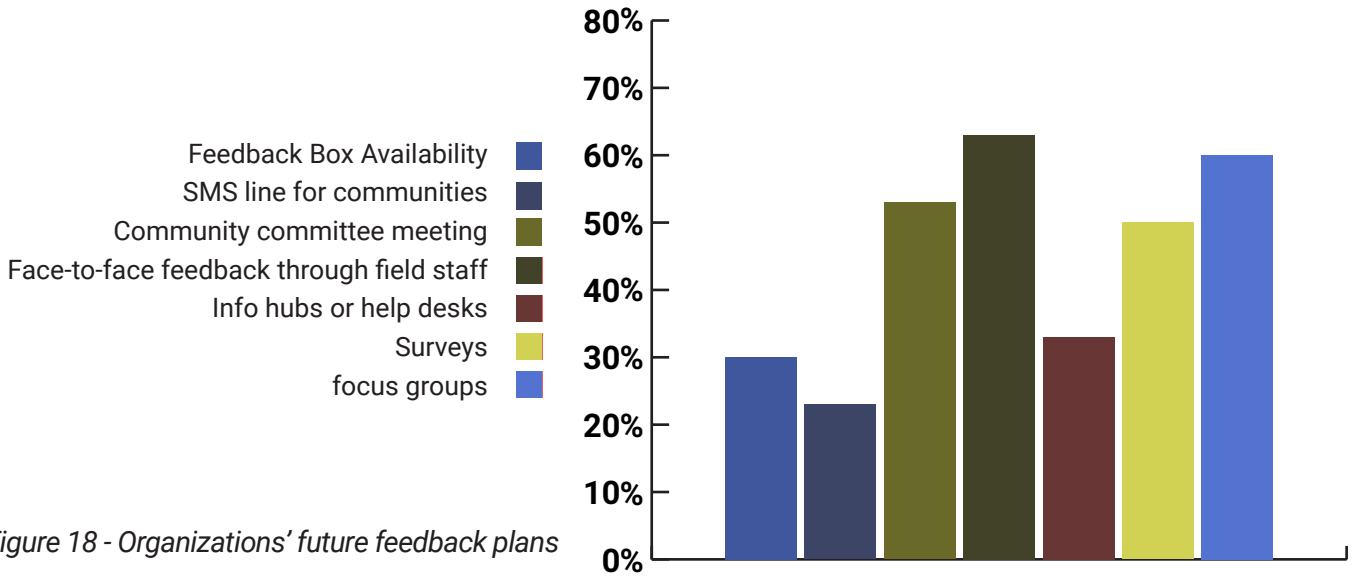


Figure 18 - Organizations’ future feedback plans

Figure 18 shows organization’s intentions of decreasing or increasing each type of feedback collection activity. Across the board, all feedback collection activities showed a positive growth trend, with the most organizations looking to increase feedback through field workers, focus groups, and committee meetings. This is good news because organizational plans line up more or less with the ways the com-

munity prefers to give feedback, as seen in Figure 15.

However, there may be an opportunity for more organizations working with cell phones and SMS’s, as the number of people wanting to connect using those methods is very high compared to the organizations using them.



Photo 20 - A UNICEF worker holds a training for social mobilization activists - © UNICEF/Oatway [9]

7 RECOMMENDATIONS

1 Communities need to know that their voice matters and their observations and needs are taken into serious consideration. One way to do this is humanitarian organizations can work toward having a shorter turnaround time for community feedback to be reported and acted upon when reasonable and feasible. When turnaround takes several weeks - or the feedback is even implemented in a different community - the communities can grow discouraged, feel disrespected, and have a more negative experience with the humanitarian effort. Organizations should commit to a specific maximum feedback time that can be linked with their targets and indicators for successful community engagement.

2 Humanitarian organizations should make an attempt to explain to the individuals who provide feedback about what they will do with the information, when to expect a response, and help them understand the limitations of their own organization. If the feedback needs to be referred to another humanitarian group, this should be made clear to the person and they should know when it is realistic to expect an answer from the other group.

3 Humanitarian agencies should strive to collaborate on a single coordination platform with representatives from different organizations and sectors. This platform would serve to link feedback mechanisms, support and speed up pending cases, and find collective solutions for common problems facing the communities they serve. It is also important to ensure that this platform ensure privacy and protection of individuals while involving the communities in finding collective solutions for these issues by connecting the received feedback back to the community.

With a single system in place, inter-organizational communication could be greatly improved and the people who give feedback would see more timely and effective help. Inter-organizational systems for communicating feedback - particularly feedback that is outside of their own organizational scope - should be a priority. Different organizations often come in with a different focus and communities don't necessarily understand this, expecting a unified and harmonized response.

4 A number of communities reported they felt that the humanitarian workers did not treat them with respect, and this is very concerning. A further study could be conducted to investigate why this may be the case, in order to help future humanitarian efforts go more smoothly with greater mutual respect and better communication on both sides.

5 Most subsets of vulnerable populations - such as children - have a specific focus and training for humanitarian workers coming in. A similar focus and training should be given for reaching out to the elderly in the community, as they are also a vulnerable population, but often are overlooked. After Idai, the communities felt the elderly were particularly marginalized and neglected in the humanitarian efforts, and they wanted to see more done to help those who are too old to help themselves.



Photo 21 - A UNICEF child protection specialist speaks with local social worker - © UNICEF/Gumulira [9]

APPENDIX 1: PARTICIPATING ORGANIZATIONS

Associação Comusanas

Associação Geração Saudável (AGS)

Associação Juvenil Para O Desenvolvimento Comunitário (ANANDJIRA)

Collegio Universitario Aspiranti Medici Missionari (CUAMM)

Equip Mozambique

Family Health International 360 (FHI360)

Forum Provincial Das ONGs De Sofala (FOPROSA)

Helpage International

Instituto de Comunicação Social (ICS)

International Federation Of Red Cross And Red Crescent Societies (IFRC)

International Medical Corps

International Organization For Migration (IOM)

Kugarissica

Light For The World

Mennonite Central Committee (MCC)

Mentor Initiative

Office For The Coordination Of Humanitarian Affairs (OCHA)

Oxfam

Plan International

Save The Children

United Nations Population Fund (UNFPA)

United Nations High Commissioner For Refugees (UNHCR)

United Nations Children's Fund (UNICEF)

World Food Programme (WFP)

World Health Organization (WHO)

World Vision

APPENDIX 2: CITATIONS AND PHOTO CREDITS

- [1] OCHA. "Cyclones Idai and Kenneth". April 9, 2019. <https://www.unocha.org/southern-and-eastern-africa-rosea/cyclones-idai-and-kenneth> (accessed August 14, 2019)
- [2] World Health Organization. "Cholera vaccination campaign begins in Mozambique". April 3, 2019. <https://www.who.int/news-room/detail/03-04-2019-cholera-vaccination-campaign-begins-in-mozambique> (accessed July 25, 2019)
- [3] ReliefWeb. "Tropical Cyclone Idai: Mozambique Situation Report #18 Reporting period: 1-14 July 2019". July 16, 2019. <https://reliefweb.int/report/mozambique/tropical-cyclone-idai-mozambique-situation-report-18-reporting-period-1-14-july> (accessed July 25, 2019)
- [4] International Federation of Red Cross and Red Crescent Societies. "Mozambique, Cyclone Idai: The Appeal". March 20, 2019. <https://reliefweb.int/sites/reliefweb.int/files/resources/190320-MDRMZ014-MOZ-A4-EN.pdf> (accessed July 25, 2019)
- [5] BBC News. "Cyclone Idai: 'Massive disaster' in Mozambique and Zimbabwe". March 20, 2019. <https://www.bbc.com/news/world-africa-47624156> (accessed July 25, 2019)
- [6] European Commission. "Commission pledges €100 million to help Mozambique recover from cyclones Idai and Kenneth". June 3, 2019. https://ec.europa.eu/europeaid/news-and-events/commission-pledges-eu100-million-help-mozambique-recover-cyclones-idai-and-kenneth_en (accessed July 25, 2019)
- [7] European Space Agency. "Floods Imaged by Copernicus Sentinel-1". http://www.esa.int/spaceinimages/Images/2019/03/Floods_imaged_by_Copernicus_Sentinel-1 (accessed July 25, 2019)
- [8] IFRC Climate Centre. Photo albums. <https://www.flickr.com/photos/climatecentre/albums> (accessed August 8, 2019) All images are under a Creative Commons license and were used with permission.
- [9] UNICEF Resources for External Media. WeShare album "Cyclones Idai and Kenneth". <https://weshare.unicef.org/Package/2AMZIF3JEZMF> (accessed August 12, 2019) All images are under copyright and were used with permission.

FIND US IN THE US

Equip Mozambique
PO Box 1085
Rolla, MO 65402

info@equipmoz.org

FIND US IN MOZ

969 Rua Pero de Covilha
Matacuane, Beira
Sofala, Moçambique 2100

info@equipmoz.org



©2019 Equip Mozambique | Equip Mozambique is registered as a 501(c)3 organization in Missouri, EIN 46-5226278 and in Mozambique as Associação Empoderando Moçambique, NUEL 101111024.