5 CHANGES TO BUILD TRUST AND PUT COMMUNITIES AT THE CENTRE

CHANGE #1
Strengthen knowledge and capacity in community engagement and accountability
- Mentor National Societies to institutionalize community engagement and accountability into their ways of working.
- Build technical capacity to implement within programmes and operations.
- Build buy-in amongst senior leadership.

CHANGE #2
Integrate community engagement and accountability into ways of working
- Facilitate peer learning and exchange between National Societies.
- Improve coordination and communication between Movement members.
- Locate community engagement where it can best support programmes and operations.
- Integrate community engagement in policies, guidelines and procedures.
- Include accountability commitments in strategies and annual plans.

CHANGE #3
Better document success and lessons learned
- Collect evidence that shows the impact of stronger engagement with communities on the quality of programmes and operations.
- Share this evidence with decision-makers at all levels.

CHANGE #4
Increase organizational support and resources
- Ensure staff are in place to lead on community engagement.
- Fund National Societies to institutionalize community engagement.
- Budget for community engagement and accountability adequately.

CHANGE #5
Promote a culture of accountability internally and externally
- Strengthen and demonstrate what good accountability looks like internally.
- Integrate community engagement responsibilities into job descriptions, inductions and appraisals.
- Promote organizational commitments to be accountable to communities.
- Raise awareness in communities about their right to provide feedback and our responsibility to be accountable.
- Adapt internal systems to support community participation in planning.

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