

# Community Engagement and Accountability in ESSN

#CardLoadedWithGoodness

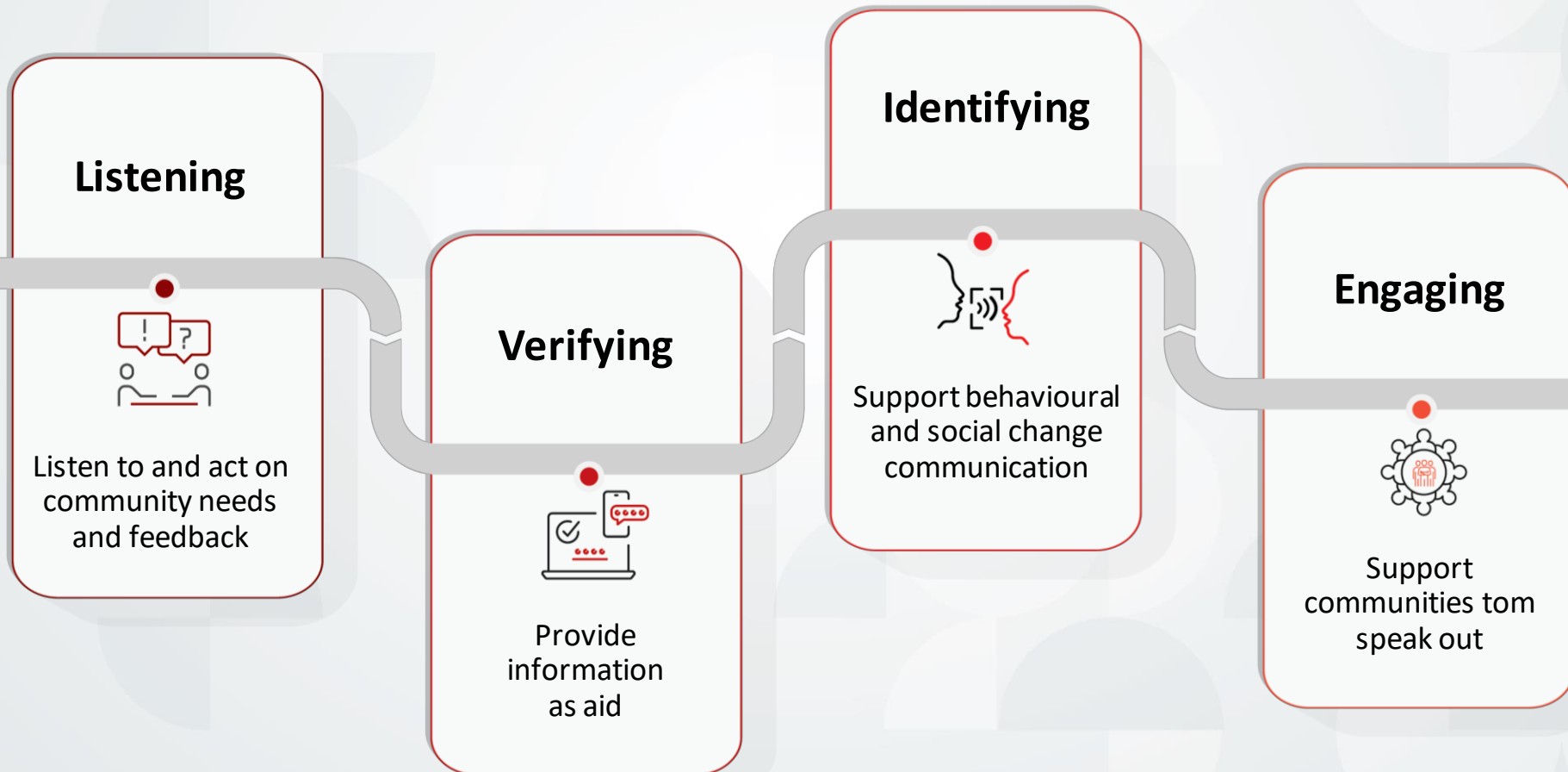
[platform.kizilaykart.org](https://platform.kizilaykart.org)

05.12.2023

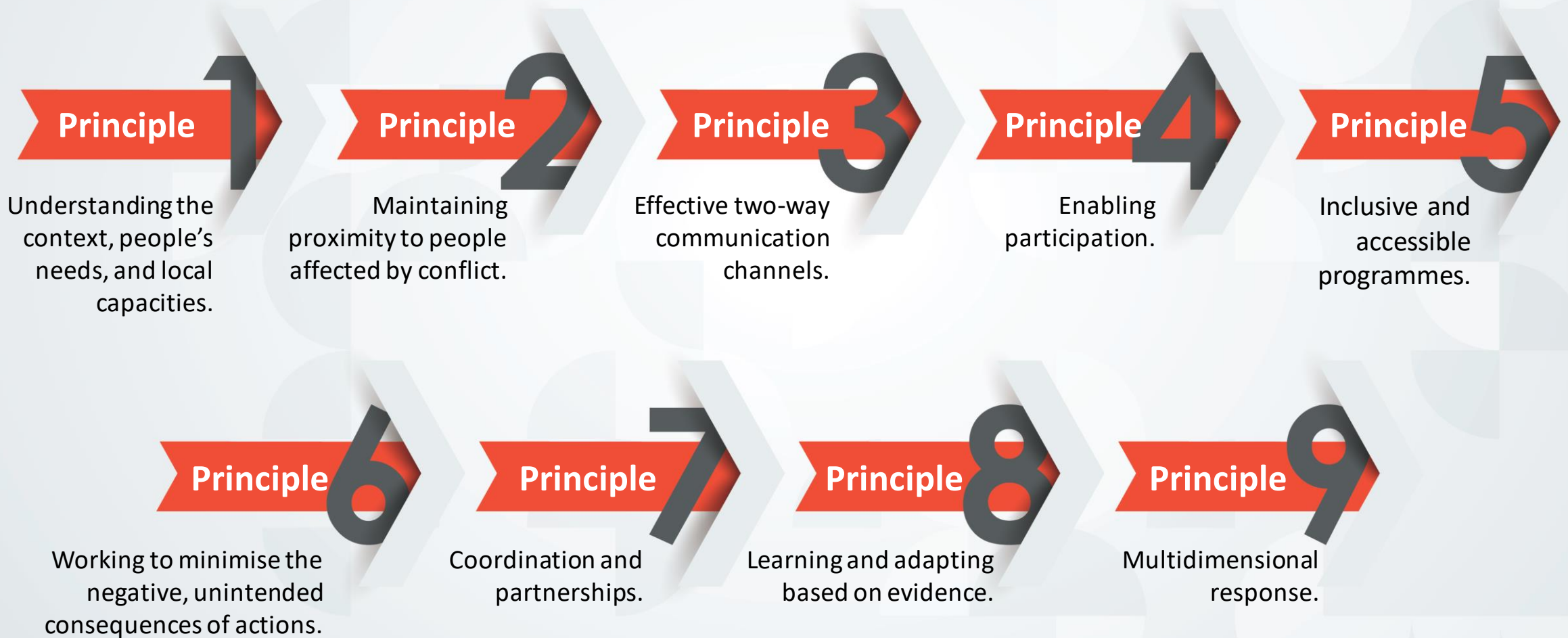
# Community Engagement and Accountability in ESSN



The CEA process consisted of several elements, each playing a critical role in enhancing communication and promoting transparency. These phases were:



# CEA Framework



**Principle**

***Understanding the context,  
people's needs, and local capacities.***



- contextual and situational analyses
- secondary data reviews (SDRs)
- needs assessments
- community consultations to provide a needs-based roadmap for future response programming
- focus group discussions (FGDs) with ESSN participants and non-participants
- intersectoral vulnerability surveys (IVS)
- satisfaction surveys
- post distribution monitoring surveys (PDMs)

Principle

## ***Maintaining proximity to people affected by conflict.***

**Led by a well-designed social protection umbrella of the country**



- Social Assistance and Solidarity Foundations (SASFs)
- Türk Kızılay Service Centres
- Türk Kızılay Community Centres (*Advisory Committees*)
- IFRC and Türk Kızılay Field Teams

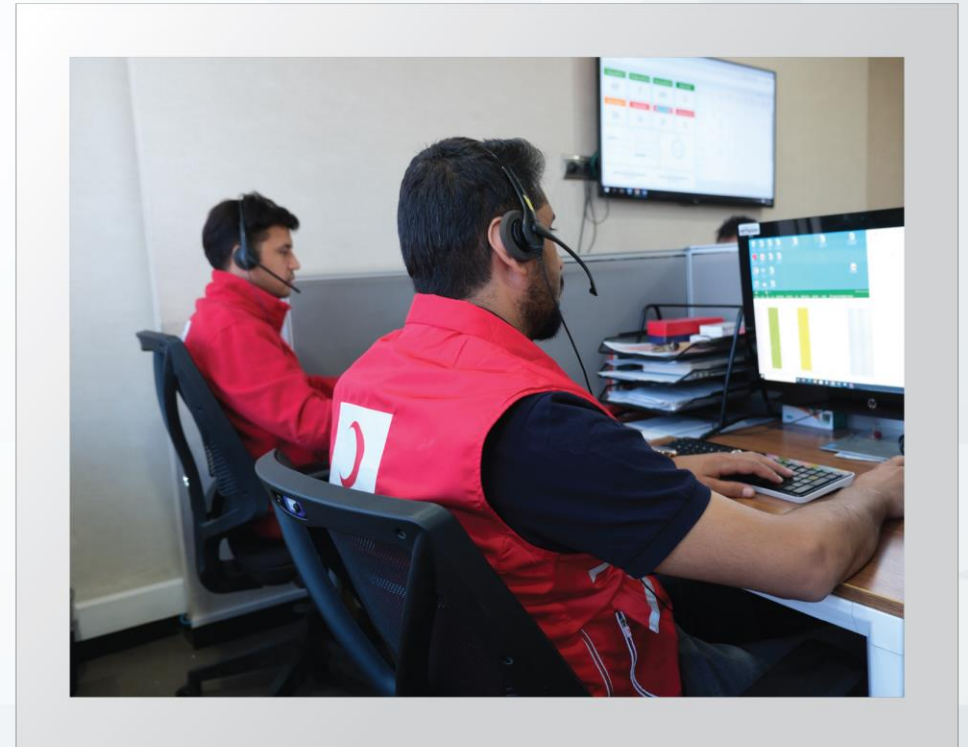


Principle

***Maintaining proximity to people affected by conflict.***



- Communication Channels
  - 168 Kızılay Call Center (with 5 different language)

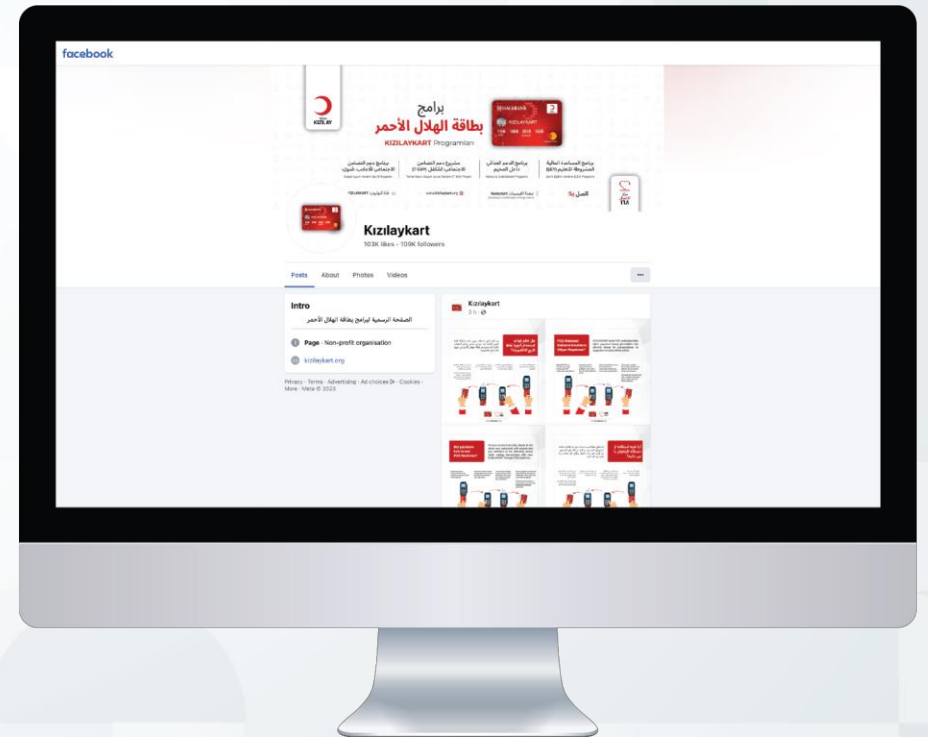




# *Maintaining proximity to people affected by conflict.*



- Communication Channels
- Social Media (*Facebook*)





# *Maintaining proximity to people affected by conflict.*



- Communication Channels
- KIZILAYKART Website





Principle

# Maintaining proximity to people affected by conflict.



- Communication Channels
- Printed materials

برنامج بطاقة الهلال الأحمر

الحصول على بطاقة الحماية المؤقتة أو الحماية الدولية أو من مقدمي طلبات الحصول على الحماية الدولية أو من لديهم تصريح الإقامة الإنسانية في تركيا.

يقدم مبلغ قدره 230 ليرة تركية في اليوم الأخير من كل شهر لكل فرد من أفراد الأسر المستوفية لمعايير الأهلية عن طريق بطاقة الهلال الأحمر.

اعتباراً من تموز 2022

**فإن العائلات التي تستوفي الشروط أدناه يمكن أن تستفيد من برنامج صوي SUY**

إذا لم يكن في عائلتك رجل بالغ عمره بين 18-59:

فإنه يجب أن يزيد عدد الإناث البالغات بين سن 18-59 في الأسرة عن 2، وأن عدد الإناث البالغين في الأسرة عن 6.

إذا كان في عائلتك رجل بالغ عمره بين 18-59:

فإنه يجب أن يكون في الأسرة طفلان كل رجل بالغ يتراوح عمره بين 18 و 59 عاماً وعدد من الشغاليين تبلغ نسبتهم 1.5 أو أكثر.

عدد الأطفال + عدد الرجال المسنين (عمرهم 65 و فوق)  $\leq 1.5$

عدد الرجال الذين أعمارهم بين 18 و 59

ملاحظة: يجب أن يكون لدى الرجال المسنين 2-3 أطفال من أعمارهم 65 وما فوق.

من أجل استفساراتكم وإزاحتكم وشكركم بمسكنكم يمكنكم الاتصال بمركز نداء الهلال الأحمر على الرقم التالي: 168 ساعات عمل مركز الاتصالات: من يوم الاثنين إلى الجمعة 08:00 - 18:00 يوم السبت 09:00 - 13:00

تواصلوا معنا من أجل المعلومات وآراء والشكاوى

www.kizilaykart.org

قناة اليوتيوب: KIZILAYKART

www.facebook.com/Kizilaykart.Programlari

IFRC TÜRK KIZILAY

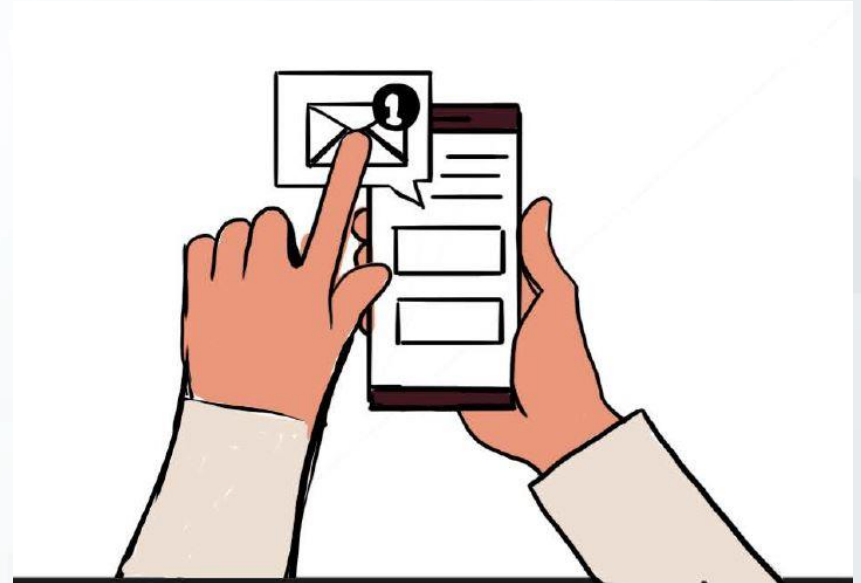
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## ***Maintaining proximity to people affected by conflict.***



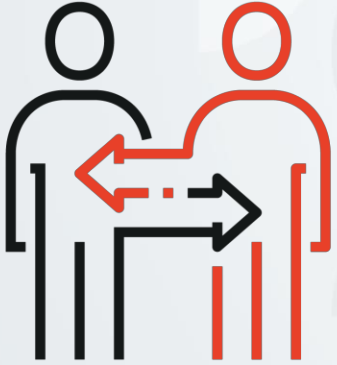
- Communication Channels
  - SMS



See TRC's video on the usage of SMS by the Kızılaykart Platform

**Principle**

# ***Effective two-way communication channels.***

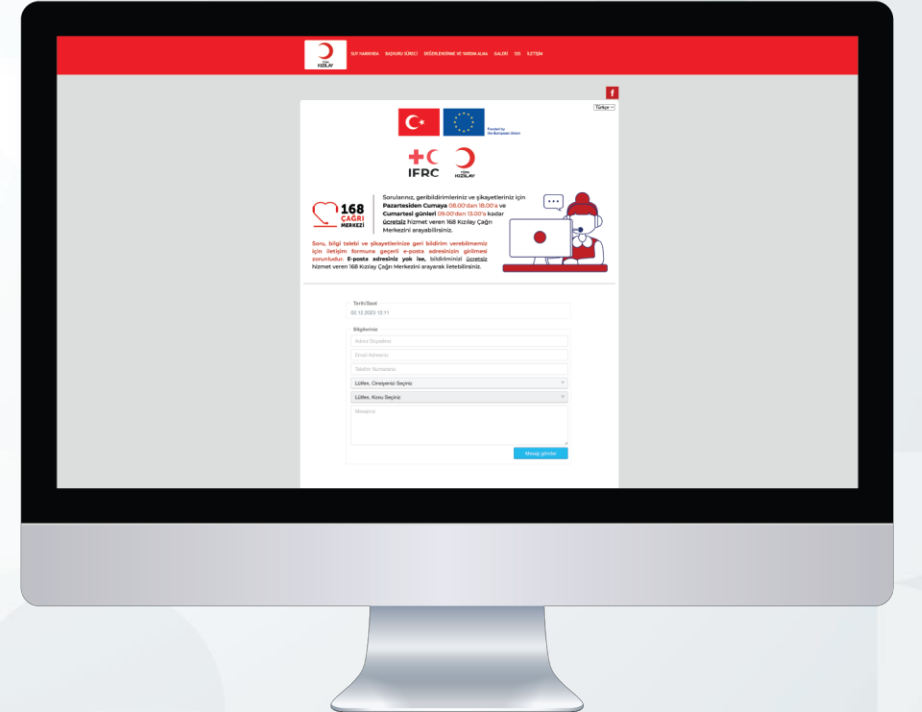


- Communication Channels

- 168 Kızılay Call Center
- Social Media (*Facebook*)
- KIZILAYKART Website (*inc. a contact form*)

- Face to face engagement

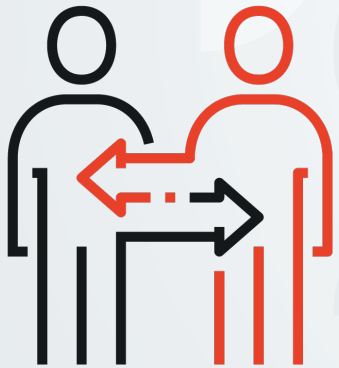
- Social Assistance and Solidarity Foundations (SASFs)
- Türk Kızılay Service Centers
- Field activities



Principle

## *Effective two-way communication channels.*

*In between April 2020 and September 2023...*



- Total SMS sent: **20 M**
- Total Website visitors: almost **138 K**
- Total Facebook posts shared: almost **1,3 K**
- Total questions answered via Facebook: almost **14 K**
- Total questions answered via website: almost **8 K**
- Total calls received: almost **607 K**
- Total number of information provision referrals through Türk Kızılay SCs: **195 K**

**Principle**

***Enabling participation.***

- Within ESSN, **community consultations** were executed through various means, such as **needs assessments, FGDs, and surveys.**
- **Advisory Committees** played a key role in enabling community participation.



**Principle**

## ***Inclusive and accessible programmes.***

### ***Field Staff Engagement:***

- Household visits led by the SASFs serving as receiving community feedback in addition to verification
- Field staff actively engaged with the community and institutions, they could recognise and address issues related to access, communication, understanding, and targeting
- Continuously provision of sensitisation and awareness-raising



Principle

## *Inclusive and accessible programmes.*



### *Field Staff Engagement:*

- Their feedback was instrumental in identifying any exclusion errors or gaps in programme delivery
- This feedback loop allowed for the timely correction of any barriers that might have hindered the program's inclusivity and effectiveness, especially given the large scale of the intervention.
- **Insights on exclusion errors** prompted targeting and profiling studies in identifying the most vulnerable and marginalise groups within the community and **adjusting the targeting and eligibility criteria** accordingly (e.g., SASF Discretionary Allowance)



**Principle**

***Working to minimise the negative, unintended consequences of actions.***

***Considering "do no harm" principle as fundamental***



- A well-coordinated approach with government authorities to mitigate potential harm
- Evaluation the potential impacts of interventions by incorporating qualitative data and insights into its assessment process
- Protection mainstreaming throughout the programme for a holistic approach
- Türk Kızılay strictly adheres to relevant Turkish laws and regulations prohibiting the sharing of any personal data.

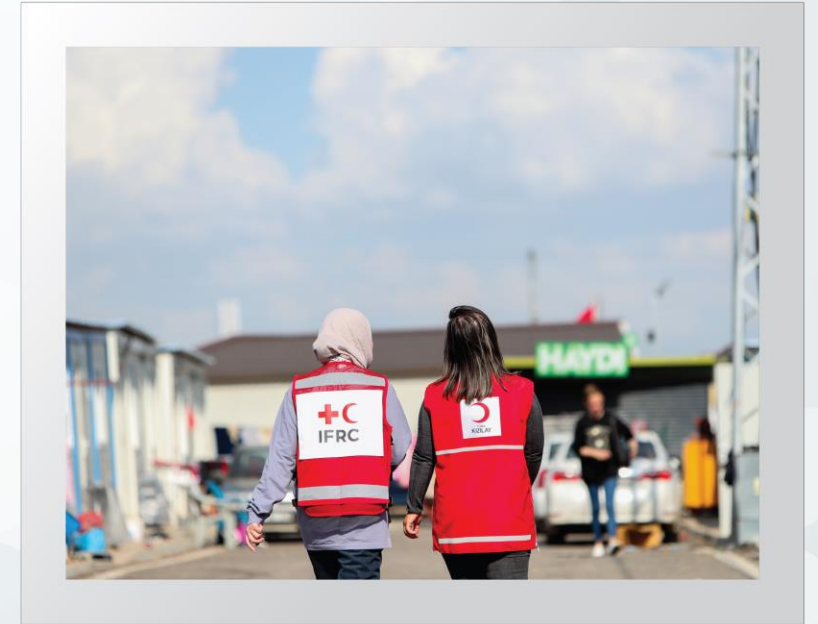
**Principle**

## ***Coordination and partnerships.***

**Türk Kızılay** took the lead in

- implementing community engagement initiatives, at the forefront, directly interacting with applicants and recipients
- being actively involved in the day-to-day execution of the programme's activities
- being responsible for collecting information, which they received from the MoFSS or directly from programme recipients

**with IFRC's active support.**



**Principle**

## ***Learning and adapting based on evidence.***



ESSN gathered extensive insights from **recipient feedback** that reach far beyond standard indicators, allowing for a comprehensive and **data-driven** understanding of its impact and effectiveness in the scope of **decision making**. The tools used were:

- PDMs (Post-Distribution Monitoring)
- FGDs (Focus Group Discussions)
- IVS (Intersectoral Vulnerability Study)
- satisfaction surveys
- analyses of data received through CFM
- needs assessments
- community consultations
- third-party monitoring
- situational analyses
- market assessments
- MEB calculations
- learning workshops

**Principle**

***Multidimensional response.***



- Cash Plus activities
  - Protection mainstreaming
  - Socio Economic Empowerment (SEE)

- Referral Mechanism
- Regular M&E activities
- Creation of information by adhering to the 'do no harm' principle

## WHAT was the Impact?



### Improved access to services

- Address/ID registration
- Documentation and access to programme
- Access to available other services

### High Satisfaction rates

- Consistently high satisfaction rates on services, staff and information provided

Improved communication

Decision-making and program adaptations

Knowledge Sharing

**Main objective:**  
Continuous and versatile accessibility to the programme



# Best Practices, Lessons Learned and Recommendations



## Key Themes



The ESSN programme's CEA framework has two principles to ensure effective communication and inclusion/involvement (principles #3 and #4). By ensuring two-way communication and enabling the participation of communities, CEA played a pivotal role in shaping critical decisions and fine-tuning communication channels within the ESSN Programme.



Feedback from the community significantly influenced key programme decisions. It unveiled inclusion and exclusion errors, prompting further investigation through a comprehensive targeting study.



### Inclusion

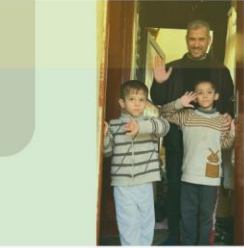
- ESN extended its commitment to inclusiveness by introducing top-up provisions catering to the needs of especially vulnerable groups



### Organizational capacities

- CEA capacity exchange within the ESN programme was a dynamic and collaborative process aimed at strengthening the knowledge and skills of the programme staff.
- ESN has developed a comprehensive learning action plan and training to sensitise ESN staff to issues related to gender, age, and disability, as well as protection needs.





*Thank You.*