Enhancing Accountability to Affected People (AAP) through Communication and Community Engagement
**Accountability to Affected People**
is when aid providers use their power and resources ethically and responsibly to generate the best possible

**results** for vulnerable, at-risk and crisis-affected people, in line with their own expressed needs and priorities, while enabling them to exercise their

**rights** including the right to impartial and equitable access to assistance, access to information, participate in decisions that affect them and provide feedback on their satisfaction with the quality and effectiveness of aid activities.
Communication and Community Engagement is Key to AAP

• In order to generate effective results and protect people’s rights, aid providers need to build relationships based on respect, trust and transparency.

• This means communicating and engaging with them in ways that use their languages, with information that is accessible and understandable, and using their preferred and trusted communication channels – both formal and informal.

• It also requires us to listen to them, and collecting, analysing and acting on their feedback, inputs, complaints and concerns, and reporting back to them on the actions taken as a result.

• It means moving away from top-down approaches, where aid providers know the answers, to more equitable approaches, building on people’s own knowledge, capacities and experiences.

• It’s about promoting active participation of people in all aspects of programmes.
Integrating CCE and AAP into the HPC

- Affected People should be at the centre of decision-making
- Coordinated approaches to communication and community engagement are essential
- This can mean using common questions for needs assessments, monitoring, feedback mechanisms, messaging, etc.
- This helps avoid confusion, misunderstanding and mistrust or rumours and the burden on communities
- It also helps ensure we can maximise efficiency and improve quality, coverage and scope of responses
- In other words, better **results** and protecting the **rights** of affected people
COVID-19 presents many operational challenges to integrating CCE and AAP in the response
• How can we effectively engage with people with social distancing measures in place?
• How do we consider needs of affected people holistically, not only in terms of public health concerns?
• How can communities themselves participate in defining and disseminating key messages?
• How do we systematically collect feedback to inform decision-making and adjust programmes?
• How do we build and strengthen existing local capacities, resources, knowledge and resilience?
• How do we address issues around protection, exclusion, equitable access to assistance?
• The answer? Ask communities themselves!
EMERGENCY RESPONSE PREPAREDNESS:

Should include AAP mechanisms

NEEDS ASSESSMENT & ANALYSIS

- **The evidence** for strategic planning and baseline information for monitoring and evaluation

- HCT assesses if **additional assessment processes** are required after immediate situational analysis is done (inter-agency Multi-Cluster/Sector Initial Rapid Assessment (MIRA), Humanitarian Needs Overview (HNO), etc.)

⚠ Ensure that views of affected people, especially the most vulnerable, are adequately captured and reflected in the assessment and analysis!

HUMANITARIAN RESPONSE PLANNING

- Humanitarian Response Plans (HRPs) are prepared by HCTs based on a common needs assessment

⚠ AAP measures, including strategies for communication and community engagement, need to be reflected and integrated into HRPs. An effective HRP should therefore include AAP measures, benchmarks and indicators along with the necessary resources
RESOURCE MOBILIZATION

• Resource mobilization efforts aim to ensure activities in the response plan are adequately funded; to demonstrate IA funding priorities to donors; to raise public awareness of a crisis;

⚠️ Ensure that adequate budgets are included to support AAP and communication and community engagement, including measures for consulting with people, establishing common feedback mechanisms,

IMPLEMENTATION AND MONITORING

• As implementation activities are underway, response monitoring is a continuous process that tracks humanitarian assistance

• Define how feedback and inputs from affected people will be part of monitoring and inform decision-making,

• Incorporate measures to increase engagement and participation in all aspects of implementation, including management of activities

• Define quality and accountability indicators and criteria based on the Core Humanitarian Standard

• Track quality, relevance and effectiveness of assistance to affected populations in the monitoring