CDAC NETWORK

GROUND TRUTH SOLUTIONS

PERFORMANCE ASSESSMENT

A Framework for Assessing Success of National CCE Platforms: Summary

OCTOBER 2020

This is a summary of the success framework.
To download the full document, visit www.cdacnetwork.org.

This framework lays out the multiple elements needed to successfully build and assess the performance of a national Communications and Community Engagement (CCE) Platform. These Platforms enable a broad range of governments and disaster response organisations to implement coordinated communication and engagement strategies based on the belief that "information saves lives during a crisis".

National CCE Platforms are designed to provide a national capability to support a full lifecycle of engagement between communities and those that support them during a crisis. This is a nationally-based effort to listen to communities, use those insights to guide and adapt response strategies, and then effectively communicate information that communities and individuals need. In this full cycle of engagement, communities and the organisations that provide support in a crisis are on an equal basis, exchanging information with each other and then using that information to guide their respective choices and actions.
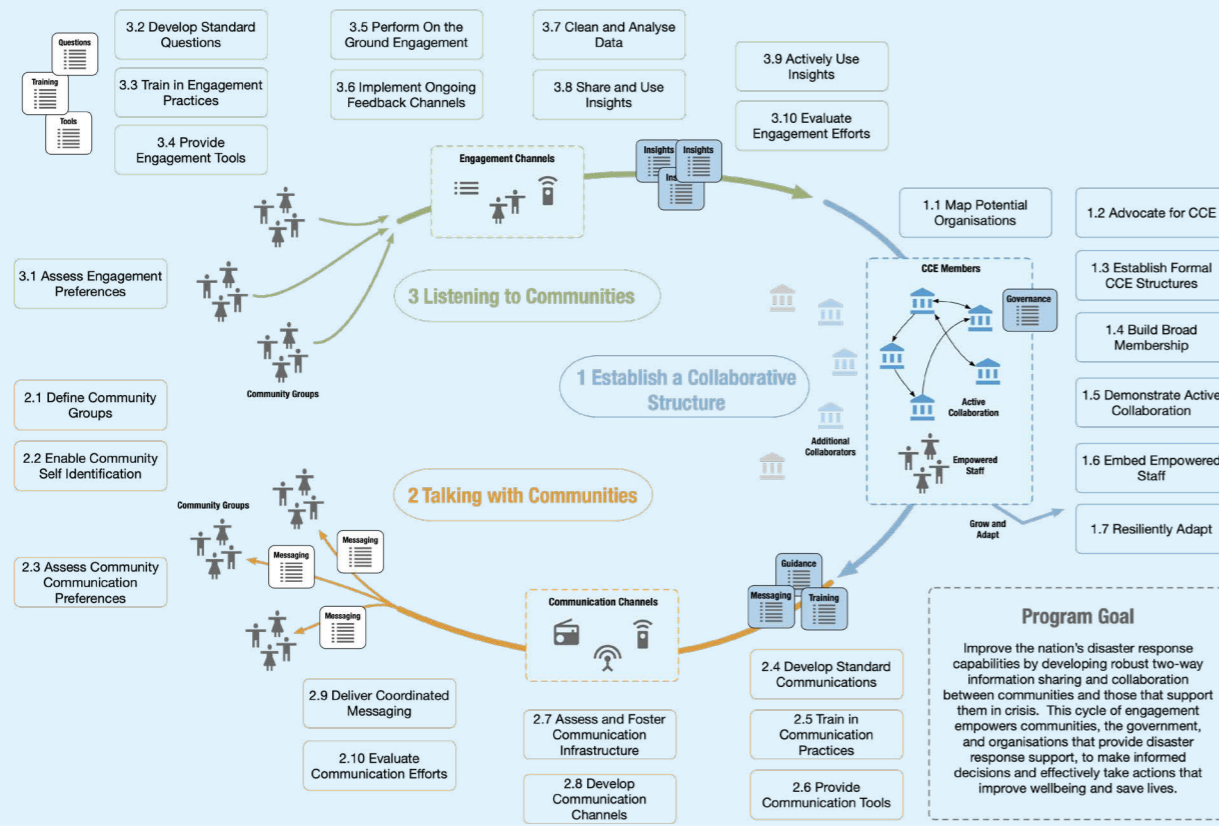
While some might think of platforms as technical projects, these initiatives include far more than just technology. The platforms are built upon three major components. Each of these "systems" has multiple moving parts that need to work together, linking diverse organisations, communities, and groups in a collaborative effort to speak and listen to one another. More about each of these systems can be found in the full framework, which can be found on the CDAC website.

Elements of the CCE Platform Success Framework

SYSTEM 1 OBJECTIVE:

Create an Integrated CCE Capability

OBJECTIVE: Create a sustainable system of collaboration which integrates the communication strategies, resources, and processes of the diverse government, private sector, civil society and international organisations that contribute to an emergency response.

SYSTEM 1 OBJECTIVE: CREATE AN INTEGRATED CCE CAPABILITY		
	Outcomes to Achieve	**Measures of Success**
1.1	**Map Potential Organisations** – Develop an understanding of existing communications and engagement capabilities and practices within the country, **so that** proposed CCE development can collaborate with existing crisis response organizations and leaders.	Maps have been created of the National Disaster Response system
		Private sector, NGO, and Civil Society Organisations identified
		Organisational views shared with key stakeholders and validated
1.2	**Advocate for CCE** – Develop awareness of the reasons for coordinated CCE communication and engagement and the role of information as aid, **so that** there will be broad support for investments in CCE platform development and implementation.	Materials explaining and advocating for CCE have been created.
		Materials are in local languages and can be shared locally
		Number of CCE presentations and workshops
		Number of collaborative partners resulting from outreach
1.3	**Establish a Formal CCE Structure**: Create a formal organisational unit that provides a focal point for engaging with multiple stakeholders, coordinating CCE activities, and supporting staff that can take a leading role in advancing the CCE platform, **so that** sustained CCE efforts and coordinated communication strategies can be systematically developed and implemented.	A recognised structure for the CCE has been setup
		The CCE organisation is positioned the within national response system
		The CCE has formal governance and terms of reference
		There are well defined and empowered leaders for the CCE
1.4	**Build Broad Membership:** Engage diverse organisations responsible for crisis response as CCE members and active participants, **so that** CCE communication strategies include those at different levels of government, private sector, and civil society, as well as international organisations.	Number of organisations engaged.
		Number of organisations who became members
		Variety of organisations that became members
1.5	**Demonstrate Active Collaboration:** Utilise CCE structures and relationships to collaborate on CCE strategies and problem solving, particularly during a crisis, **so that** communication and engagements are better integrated and aligned with high standards of performance.	Number of meetings of the CCE / Number attending
		Tangible actions / strategies resulting from CCE collaborations
		Number of additional collaborators (outside formal CCE group) that are engaged in CCE work
1.6	**Embed Empowered Staff:** Provide skilled resources that are well integrated within the crisis response system, **so that** sufficient resources and focus will be available for sustained work on hard communication and engagement challenges.	Formal roles exist with dedicated time to support CCE work
		Roles are filled by skilled individuals who have local knowledge and experience
1.7	**Resiliently Adapt:** Put in place practices and policies that encourage and enable the overall CCE programme to learn and evolve, **so that** the CCE efforts will retain relevance and impact through adaptation.	Policies exist to support adaptive change
		Number of regular reviews to assess opportunities for change
		Number of examples of actual change resulting from adaptive practices

Share Information from Supporting Organisations

OBJECTIVE: Create a sustainable system for sharing information with all community members through trusted and accessible channels, in a form that is easily used and understood.

...Establish processes for real time collaboration on communication messages and sharing strategies...

SYSTEM 2 OBJECTIVE: SHARE INFORMATION FROM SUPPORTING ORGANISATIONS

	Outcomes to Achieve	Measures of Success
2.1	**Define Community Groups:** Identify varied groups within the community that could have unique needs, insights, and preferences, focusing on those outside traditional the power structure. Consider a wide range of factors such as gender, disability, age, economic conditions, *so that* organisations planning communication and engagement strategies can intentionally include a full range of community members.	Number of group profiles researched and created.
		Number of group profiles that still need to be developed.
		Diversity of group profiles and the level of inclusion of traditionally underrepresented groups.
		Efforts made to share profiles with multiple organisations
2.2	**Enable Community Self Identification:** Create a mechanism for groups within a community to self-identify and be included with engagement planning, *so that* emerging and unidentified groups can be included in communication planning.	Creation of formal mechanism that enables groups to self identify
		Number of cases where groups have self identified
2.3	**Assess Community Communication Preferences:** Determine which channels, formats and languages are most trusted and accessible for identified groups, *so that* information can be delivered in a way that will be most useful to those receiving it.	Number of preference assessments researched and created.
		Number of preference assessments that still need to be developed.
		Diversity of groups included in assessments and the level of inclusion of traditionally underrepresented groups.
		Efforts made to share assessments with multiple organisations
2.4	**Develop Standard Communications:** Develop standardised content and messages that can be used to support specific crisis readiness, crisis response, or crisis recovery challenges. Share the prepared content among organisations that are participating in crisis communications, *so that* consistent high-quality communications can be delivered quickly when needed.	Quantity of standardised content that has been developed
		Quantity of content that has been tested and endorsed
		Efforts made to share standardised content with multiple organisations.

Create a mechanism for groups within a community to self-identify...

SYSTEM 2 OBJECTIVE: SHARE INFORMATION FROM SUPPORTING ORGANISATIONS

	Outcomes to Achieve	Measures of Success
2.5	**Train in Communication Practices:** Develop and deliver training in the design and implementation of shared communication strategies that reflect community communication preferences and needs, *so that* a broad range of organisations involved in a crisis response can effectively collaborate on communication strategies.	Number of training classes conducted, and training format used
		Number and type of subject areas covered by training
		Evidence that training content is effective and is provided in appropriate languages and format.
2.6	**Provide Communication Tools:** Provide organisations implementing communication strategies with ready access to the various communication resources within the country, including public and private sector channels, *so that* advanced media strategies can be effectively designed and implemented in practice.	A national inventory of communication resources exists and is kept up to date
		Efforts made to engage organisations in the development and use of communication resources
		Evidence appropriate communication resources are being used
2.7	**Assess and Foster Communication Infrastructure:** Assess the availability of communication infrastructure (such as mobile phone service, WIFI, radio, etc.) in communities and identify where additional development should be considered, *so that* all communities have the communication infrastructure needed to receive timely information.	Number of infrastructure assessments researched and created.
		Diversity of groups and locations covered by infrastructure assessments and evidence of inclusion of traditionally underrepresented groups.
		Evidence that infrastructure assessments have been shared and used to influence infrastructure planning
2.8	**Develop Communication Channels:** Establish and use channels of communication (examples: Social media accounts, help lines, publications) *so that* there is ready access to communication channels that have community trust.	Number of communication channels put into place, expanded, or made available to additional organisations
		Number of people served by communication channels, particularly during crisis
		Evidence that new / expanded communication channels have been effectively used, particularly during crisis
2.9	**Deliver Coordinated Messaging:** Establish processes for real time collaboration on communication messages and sharing strategies, *so that* multiple organisations can present communities with consistent high-quality messaging on current crisis issues.	Processes established to coordinate messaging across multiple organisations, particularly during crisis
		Number of coordinated messaging efforts actually performed, particularly during crisis.
2.10	**Evaluate Communication Efforts:** Provide an ongoing mechanism to evaluate the performance of communication efforts, *so that* the value of communication efforts can be documented and improved over time.	Formal process for evaluating communication effectiveness setup
		Evidence of community involvement in evaluations
		Formal process setup for adapting communication practices based on evaluations
		Number of communication evaluations and resulting adaptive responses, particularly during crisis

Listen and Engage
with Communities

GOAL: **Create a sustainable system for effectively listening to diverse members of communities, obtaining timely information regarding their insights, feedback, and needs.**

SYSTEM 3 OBJECTIVE: LISTEN AND ENGAGE WITH COMMUNITIES

	Outcomes to Achieve	Measures of Success
3.1	**Assess Engagement Preferences:** Determine which channels, formats and languages members of different groups would most like to use to provide insights, desires, and feedback. Identify what would motivate them to provide information, as well as barriers they would face, *so that* organisations can develop more customised and trusted engagement strategies.	Number of preference assessments researched and created.
		Number of preference assessments that still need to be developed.
		Diversity of groups included in assessments and the level of inclusion of traditionally underrepresented groups.
		Efforts made to share assessments with multiple organisations
3.2	**Develop Standard Questions:** Develop standardised questions to support specific activities associated with crisis readiness, response, or recovery, *so that* effective listening and engagement efforts can be quickly and consistently implemented across multiple organisations.	Number of standard questions developed. Number of subjects / conditions addressed.
		Evidence that questions were tested and that improvements in the questions were made based on the feedback
		Level of adoption of standard questions in multiple organisations
3.3	**Train in Engagement Practices:** Develop and deliver training in the design and implementation of strategies for listening to communities, *so that* a broad range of organisations can effectively implement engagement strategies.	Number of training classes conducted, and training format used
		Number and type of subject areas covered by training
		Evidence that training content is effective and is provided in appropriate languages and format.
3.4	**Provide Engagement Tools:** Identify technical tools suited to the needs of organisations conducting community engagement before, during, and after a crisis. Support tool implementation, *so that* organisations have the appropriate tools for implementing their engagement strategies.	Existing engagement tool needs and availability are assessed
		Engagement tools recommendations have been shared and endorsed by key stakeholders
		Number of appropriate engagement tools that have been adopted and used
3.5	**Perform On the Ground Engagement Studies:** Perform studies to gather insights, needs, and feedback from communities, groups, and individuals *so that* organisations can develop informed crisis response strategies.	Number of organisations involved in shared planning of engagement studies
		Number of engagement studies. Variety of study subject areas.
		Satisfaction with studies by sponsors, users, and communities
3.6	**Implement Ongoing Feedback Channels:** Establish and use channels for ongoing feedback so that communities, groups and individuals can share feedback and insights with organisations supporting the crisis response. (examples: Social media, help lines, radio call in shows), *so that* community feedback can occur on a continuous basis, particularly during a crisis.	Number of feedback channels put into place, expanded, or made available to additional organisations
		Number of people served by ongoing feedback channels, particularly during crisis
		Evidence that new / expanded feedback channels have been effectively used, particularly during crisis

SYSTEM 3 OBJECTIVE: LISTEN AND ENGAGE WITH COMMUNITIES

	Outcomes to Achieve	Measures of Success
3.7	**Clean and Analyse Data:** Build organisational capabilities to compile, clean, and analyse the results of engagement studies, *so that* information is available in a clear, credible and actionable form.	Formal processes for aggregating and analysing data exist
		Appropriate tools for aggregation and analysis are available
		Information management capabilities are formally supported.
		Number and form of training in data aggregation and analysis
3.8	**Share and Use Insights:** Establish processes for active sharing of engagement data and analysed results, *so that* multiple organisations can benefit from engagement work and communities don't have to repeatedly provide the same information.	Number of organisations with access to feedback study results
		Number and type of data sharing agreements between organisations
		Evidence that engagement study results were used to affect planning and response activities
3.9	**Actively Use Insights:** Actively use information and insights that result from listening to communities to shape programme strategies and actions, *so that* the community input drives improvements in the design and execution of crisis response and better alignment with community needs and desires.	Examples of insights and feedback being used to shape and adjust programmes
		Formal process is setup to apply insights and feedback
		Level of impact that the use of feedback and insights has had on communities
3.10	**Evaluate Engagement Efforts:** Provide an ongoing mechanism to evaluate the performance of community engagement efforts, *so that* the value of community engagement efforts can be documented and improved over time.	Formal process is setup for evaluating engagement effectiveness
		Evidence of community involvement in evaluations
		Formal process is setup for adapting engagement practices based on evaluations

…Provide an ongoing mechanism to evaluate the performance of community engagement efforts

PLEASE NOTE: This document is a work in progress.
All comments welcome: please send them to info@cdacnetwork.org.

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