



Bringing hearts and minds together for children

## Success story

# ADAPTING FEEDBACK

# MECHANISMS TO COVID-19 IN CAMBODIA



**Feedback Mechanisms** are key to ensuring our accountability to affected populations.

They are the ways in which we ensure two-way communication with communities we work with, to ensure we are responsive to the community's needs. By gathering feedback and adapting our programmes based on suggestions, we will continue to be seen as trusted partners of the communities where we work, responsive to their needs and preferences.

### Adapting Feedback Mechanisms to Covid-19

Due to movement restrictions linked to Covid-19, many routine feedback mechanisms were disrupted. Plan International Cambodia decided to actively seek out feedback from communities in Program Unit target areas to understand whether Plan's intervention was meeting the community's needs.

Plan International Cambodia is intervening in several sectors, including Education/ECCD, WASH & Health, Child Protection, Cash and Voucher Assistance (CVA), and Community Engagement & Accountability (CEA). Feedback and suggestions were sought on aspects of all intervention areas.

### Increasing two-way communication

A diverse group of **441 people** in 3 provinces (136 villages) were contacted by Plan International Cambodia to receive feedback on their interventions.



Of these, 19% were poor, 38% were from ethnic minorities, and over half were girls and women. Twenty of the people surveyed (4.5%) were living with disabilities.

These community members were contacted by telephone and selected by simple random sampling

out of a list of potential respondents.

To ensure diversity of opinions and experiences, Plan International Cambodia selected respondents from a wide

variety of positions in the community (community volunteers, village leaders, children/youth, and parents).

### What we asked

Community members were asked a series of questions, in the local language (Khmer), to understand their situation during the pandemic and their level of satisfaction with Plan's interventions, including:

- ✓ *Is Plan International Cambodia responding to Covid-19 in your community?*
- ✓ *Have you observed child sexual abuse during the pandemic?*
- ✓ *Do you know how to report child sexual abuse?*
- ✓ *How satisfied are you with PIC's services during the response?*
- ✓ *Suggestions for improvements*

### What we found out



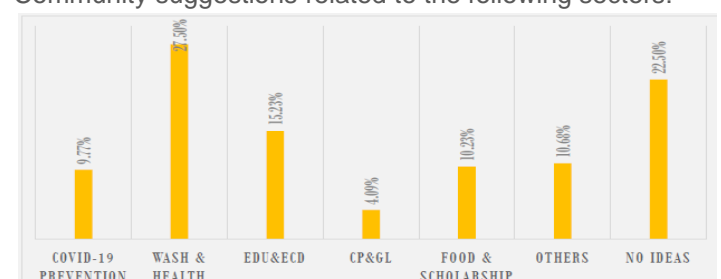
36.87% of respondents were 'Satisfied' with Plan's interventions, while 63.13% were 'Highly satisfied'.

During this exercise, 2% of respondents had observed child sexual abuse in their community (5 cases), all of which were being reported to local authorities, such as the police or the Commune Committee for Women and Children. Over 90% of community members knew how to report child sexual abuse concerns.

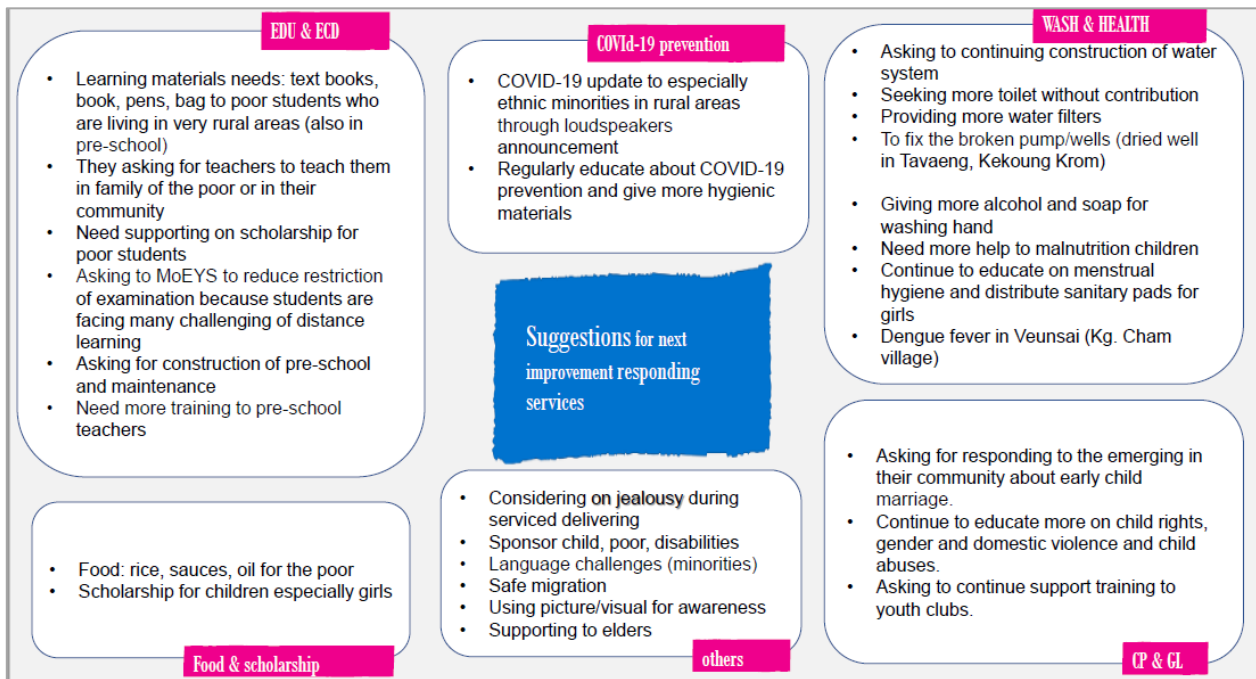
### Suggestions from the Communities

Community members were asked to provide suggestions on Plan International Cambodia's services. This was based with the communities' understanding that Plan may not be able to deliver on every suggestion, but would consider them carefully and implement them where possible.

Community suggestions related to the following sectors:



Detailed suggestions for each sector was collected and shared with programme leads for careful consideration of how these can be integrated into the interventions.



## Turning Feedback into Action

The programme teams discuss the suggestions and identify those that need to be responded to immediately, the activities that can strengthened, and the suggestions that Plan is not able to respond to now.

For example, as WASH team will strengthen their distributions of hygiene and dignity kits and improve their provision of clean water and hand washing devices for poor families and in public places.

## Closing the Feedback Loop

Once programme teams have decided on the ways in which programmes will be adapted based on feedback, this will be communicated by phone directly to a sample of the survey respondents, as well as through radio talk shows, community meetings, sponsorship officers and community volunteers.

### Top tips for gathering feedback from communities and using it to improve programming:

- ✓ Which feedback channels are the most **accessible, acceptable, and safe**? This might be different for different groups. Include community members in the design of feedback mechanisms and make sure that even the most marginalised can access at least one feedback channel.
- ✓ To increase inclusivity, ensure there are **multiple channels** available for community members to use to provide feedback, including at least one option for people to provide **anonymous** feedback.
- ✓ **Use every interaction** with community members, across sectors and projects, to gather feedback and suggestions from community members
- ✓ **Systematically records feedback** from communities and analyse them for trends (include SADD). The **Feedback Database** ([Tool 19 in the Child-Friendly Feedback Mechanisms toolkit](#)) template is a great place to start!
- ✓ Understanding **who is not providing feedback** is just as important as understanding who is.
- ✓ Trends and feedback should be shared with **project managers** to ensure they can be incorporated into interventions
- ✓ Don't forget to **close the feedback loop!** Let people and communities know the outcome of their feedback, and what changes have been made as a result.
- ✓ If suggestions were not able to be incorporated into programming, **let people know why**.
- ✓ Remind community members that providing feedback will **not impact their ability to receive support from Plan in the future**. This will increase the likelihood of receiving truthful feedback.
- ✓ **Feedback is a good thing!** A lack of feedback does not mean community members are satisfied. It is likely an indication that more work needs to be done to strengthen feedback mechanisms.

#### Key resource:

[Child-Friendly Feedback Mechanisms guidance and toolkit](#), available in English, French, Spanish, Arabic and Bahasa.

For more information about this case study, please contact [Ramana Sorn](#) from Plan International Cambodia.

For support in implementing Child Friendly Feedback Mechanisms, please contact [Emma Kelleher](#) or [Alissa Ferry](#)