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RCCE TOOLKIT

10 STEPS TO COMMUNITY READINESS

Informed, engaged and empowered communities are the bedrock for the arrival of new vaccines, treatments and tests that will be introduced to reduce the spread of COVID-19 and save lives

The following 10 steps are well established risk communication and community engagement (RCCE) principles that have proven their power. Together, they put communities at the heart of the roll-out of new vaccines, treatments and tests, and promote trust – the critical ingredient for all community action.

1 2 3 4 5 6 7 8 9 10



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STEP 1: MAKE DECISIONS ABOUT THE PEOPLE, WITH THE PEOPLE

Regularly seek out and respond to feedback from communities. This improves the relationship and trust between communities and public health and authorities.

- Initiate discussions with communities to understand sociocultural contexts and power dynamics. Map networks and influencers in the community.

- Identify what type of engagement interventions are safe, feasible and acceptable.

TOOLS

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Tips for engaging communities during COVID-19 in low-resource setting, remotely and in-person

GOARN/WHO/UNICEF/IFRC | 2020

Community action guide

IFRC/UNICEF/WHO | 2020

Community-Led Action for COVID-19

GOAL | 2020

Step-by-Step Engaging Communities during COVID-19

READY Initiative | 2020

Finding Community-Led Solutions for COVID-19: An interagency guidance note on working with communities in high density settings to plan local approaches to preventing and managing COVID-19

READY Initiative | 2020

Risk Communication and Community Engagement with Young People Left Behind During COVID-19

UNFPA | 2020

Community-Led solutions package (webinar recordings and resources)

IFRC | 2020

COVID-19 VACCINES

STEP 2: MAINTAIN & STRENGTHEN TRUST THROUGH FORMAL AND INFORMAL CONNECTIONS

Coordinate action through the widest set of stakeholders possible. A whole of society approach works best. Trust brings communities together for action and is paramount for the delivery of health care and services.

- Activate or strengthen RCCE coordination mechanisms and use existing health and response structures to support health system readiness at all levels. Ensure representation of civil society and vulnerable groups. Work closely with other committees and advisory groups such as the National Immunization Advisory Group.
- Launch or strengthen an independent national “alliance” of influencers and stakeholders who can listen, advocate, educate, address rumours and

misinformation, and build vaccine and health literacy.

RCCE RESOURCES

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Mistrust, Denial & Disbelief: Is COVID-19 real and is it affecting people in Africa?

WHO/UNICEF/IFRC | 2020

Global and Regional RCCE Coordination Mechanisms

Ready Initiative | Live

REAL-TIME examples of response-wide risk communication and community engagement (RCCE) planning, coordination and programming integrated into humanitarian response

IASC | Live

Building Trust Within and Across Communities for Health Emergency Preparedness

IFRC/UNICEF | 2020

WHO tool for behavioural insights on COVID-19

WHO

STEP 3: LISTEN MORE, TALK LESS

Regularly seek out and respond to feedback from communities. This improves the relationship and trust between communities and public health and authorities.

- Establish community feedback mechanisms to promote accountability and ensure that community beliefs, questions, concerns and suggestions are heard.
- Guide the continuous adaptation of the COVID-19 response in an effective, agile, safe and confidential manner.

TOOLS

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COVID-19 Community Feedback Toolkit

IFRC | 2020

COVID-19 Planning Guide for Adapting RCCE as Public Health and Social Measures Shift: With Safety Tips for Conducting Community Meetings

IFRC/Save The Children/JHU | 2020

Hotline in a Box

IFRC | 2020

Focus Group Discussion Guide for Communities

IFRC/UNICEF | 2020

COVID-19 VACCINES



Community needs, perceptions and demand: community assessment tool

WHO | 2021



STEP 4: USE DATA FOR DECISION MAKING AND COURSE CORRECTION

Social data gives an important perspective on community knowledge gaps, perceptions and behaviours. Understanding the drivers of behaviour is also critical to understand why people may or may not be practicing public health and social measures. For something as complex as human behaviour, a mix of data sources is best.

- Include community feedback, social listening, polling and survey data to best understand community knowledge gaps, perceptions and behaviours.
- Use this knowledge to inform decision making at all levels.

TOOLS

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The Rapid Assessment of Vulnerable Populations. A 'Barefoot' Manual

UCL | 2020

Introduction to qualitative research

CASS | 2020

Tips for collecting primary data in the COVID-19 era

ODI | 2020

Minimum quality standards and indicators in community engagement

UNICEF | 2020

SOPs for Data Collection during COVID-19

REACH | 2020

RCCE Framework and Core Indicators

GOAL | 2020

Early AI-supported Response with Social Listening

WHO

Misinformation Watch

Ryerson University/Social Media Lab

COVID Behaviour Tracker

Imperial College London

COVID-19 VACCINES

STEP 5: PLAN, PLAN, PLAN WITH THE PEOPLE

Community participation in planning can improve services, ensure services are equitable and help to remove barriers. This is especially important when introducing new tools and services like vaccines, treatments or new types of tests.

- Ensure communities are involved in co-designing solutions.
- Use social data analysis to develop and regularly review and update RCCE action plans.
- Crisis communication preparedness plans should be developed as part of this process.

TOOLS

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COVID-19 Global Risk Communication and Community Engagement Strategy – interim guidance

WHO | 2021

Risk Communication and Community Engagement (RCCE) Action Plan Guidance COVID-19 Preparedness and Response

WHO/UNICEF/IFRC | 2020

Local Media and Community Engagement in Humanitarian Settings Interviews | 2020

COVID-19: How to include marginalized and vulnerable people in risk communication and community engagement

WHO/IFRC/OCHA | 2020

COVID-19 VACCINES



TESTING



STEP 6: LET THE PEOPLE MEASURE SUCCESS

We have learned over time that wide spread community participation in monitoring and evaluation supports programme sustainability and promotes joint accountability and best use of resources.

- Promote community participation in developing the monitoring and evaluation process. Include civil society and community groups in monitoring, reporting and joint accountability efforts to increase the likelihood of broad community uptake and responsibility for new interventions.

TOOLS



Community needs, perceptions and demand: community assessment tool

WHO | 2021

STEP 7: HIRE & EMPOWER MORE RCCE EXPERTISE

Risk Communication and Community Engagement (RCCE) support provides the critical linkages between communities and health services. This expertise supports national authorities prepare and protect individuals and the public's health.

- Carefully map where RCCE expertise is needed and recruit immediately.
- Establish RCCE leadership at all levels with the necessary authority to coordinate partners.
- If not already established, introduce and enforce Standard Operating Procedures (SOPs) for RCCE as a central coordination and quality assurance tool.

TOOLS

COMING SOON

STEP 8: BUILD CAPACITY AND GIVE SKILLS TO GO BEYOND COVID-19

Training of the community health workforce, including frontline workers, volunteers, community leaders and community/social mobilisers from civil society organizations, faith-based organizations, local women and youth groups allows local issues to be solved locally.

- For best results, initiate a continuous peer-to-peer support system for community mobilizers and networks.

TOOLS

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COVID-19 VACCINES



STEP 9: MANAGE THE INFODEMIC

An Infodemic is an overabundance of information – good or bad – that makes it difficult for people to make decisions for their health. The COVID-19 infodemic can harm health.

- Ensure access to trusted information and effectively manage misinformation and rumours.
- Activate or strengthen national factchecking and rumour-monitoring capacity recognizing, that rumours and misinformation can be as dangerous as COVID-19.

TOOLS

RCCE**WHO Public Research Agenda for Managing Infodemics****WHO** | 2021**Understanding the Infodemic and Misinformation in the Fight Against COVID-19****WHO** | 2020**Technical Brief: COVID-19 Rumor Tracking Guidance for Field Teams****Johns Hopkins Center for Communication Programs** | 2020**WHO Mythbusters****WHO** | 2020**The Debunking Handbook 2020****University of Maryland** | 2020**COVID-19 Rumors Bulletin****Internews****Six Ways to Incorporate Social Context and Trust in Infodemic Management****Social Science in Humanitarian Action Platform** | 2020**COVID-19 VACCINES**

STEP 10: START THE DRUMBEAT TOGETHER

Consistent two-way engagement supported by information from locally trusted channels re-enforces positive perceptions and drives action.

- Establish and agree on priority communication channels with communities as soon as possible.
- Where possible, adapt science and health messaging to new contexts with communities.

TOOLS

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Community Radio Toolkit

Coronavirus Radio Show Guide and Running Order (IFRC)

WHO/UNICEF/IFRC | 2020

Tips for Using Social media

IFRC | 2020

Practical considerations and recommendations for religious leaders and faith-based communities in the context of COVID-19

WHO | 2020

Handbook for Media: The New Coronavirus and COVID-19

BBC Media Action | 2020

The Pandemic Fatigue First Aid Kit

IFRC | 2020

Synthesized Guidance for COVID-19 Message Development

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Risk Communication and
Community Engagement

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The Collective Service is an initiative led
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