Q&A FOR COVID-19
Risk Communication and Community Engagement (RCCE)
SitRep/HAC INDICATOR GUIDE

The Global RCCE Strategy for COVID-19 prioritizes the development and implementation of *National RCCE Action Plans* in collaboration with Government and implementing partners. RCCE SitRep/HAC Indicators should be aligned to the country's RCCE plans. In order to operationalize and be able to report on the HAC Indicators, countries will need to:

1. *Integrate relevant indicators in the national RCCE Strategy /Plan* - consider these indicators when developing the national RCCE strategy/plan with partners, with the national Government leads and co-leads.
2. *Develop operational definitions of the HAC RCCE Indicators* - establish how each partner that UNICEF engages based on the RCCE plan/strategy will measure and report on their activities. This includes guidance for the disaggregation of RCCE data, and data collection.
3. *Develop a reporting process and timeline for aggregating reporting* - work with sectors, implementing partners, and governments to coordinate RCCE data reporting.
4. *Identify decision-making forums where this data will be reported* - report, analyze, and learn from HAC data, especially disaggregated data to inform RCCE response actions, based on COVID-19 conditions in the country.

Remember: Monitoring & evaluation is integral to RCCE as it helps us to shape and improve our strategy and interventions. Consider: what is that we are trying to do? How will we measure that?

1.   What is the intended use for these SitRep/HAC RCCE Indicators?

All of the SitRep/HAC indicators were developed to align with the *RCCE Action Plan Guidance: COVID-19 preparedness and response*. Every HAC indicator in every sector, including RCCE, provides information about the number of people who are receiving services based on their respective pillar/sector in the response.

2.   What activities are reported in the SitRep/HAC RCCE indicator data?

UNICEF C4D is co-leading the global RCCE strategy on COVID-19 (with IFRC, WHO and leadership of national partners), to support the COVID-19 Strategy of national governments. The RCCE SitRep/HAC data should include *RCCE activities at the Country level* implemented across UNICEF (other programme sectors, e.g. WASH, health, education, etc.), with partners, and with government ministries. Further data can be collected to support coordination, management and reporting. These can be aggregated for reporting on HAC indicator.

3.   Why were these three HAC indicators chosen?

The HAC Indicators are supposed to be simple, and they provide a sense of how the COVID-19 response is doing in the areas of intervention. The indicator guide presents three RCCE HAC indicators that have been selected to provide information about the RCCE work that is currently taking place, by total numbers of people. They include:

- Reach: the number of people reached through one-way channels of communication

- Engagement: the number of people involved in participatory actions
- Feedback: the number of people asking questions and/or providing feedback people sharing questions and concerns through established feedback mechanisms.

4.   What can country offices do to adapt the RCCE SitRep/HAC Indicators to national contexts?

In line with UNICEF's people-centered and systems strengthening approach, the RCCE HAC Indicators will require substantive inputs from country offices in order for RCCE HAC data to be meaningful. *Each UNICEF CO should develop an operational definition for each indicator that is based on the national RCCE plan or strategy*. The indicator guide presents many examples that can be considered for each of the three indicators. COs and ROs may want to disaggregate data to capture C4D's contribution through its direct partnerships and platforms for RCCE, as well as the contributions in collaboration with other sectors (ex. WASH, Communications) in order to track progress and strengthen targeting /focus or change RCCE interventions as needed.

5.   Due to COVID-19, many activities are online/ digital or via media. How do we use the "engagement" indicator?

The COVID-19 context has challenged how we handle the concept of engagement. Are we talking about public engagement, digital engagement, or community engagement? These answers vary greatly on a country-by-country basis. More guidance on these questions are forthcoming through HQ and RO-level consultations, but the best answers will come from CO-level discussions about how to operationalize the HAC Indicators. Currently the platforms identified for reporting on the "engagement" indicators are *those identified by COs / ROs* as possible community engagement actions.

6.   Are the RCCE SitRep/HAC indicators based on C4D data? Government data? Or other reporting sources?

Yes. RCCE HAC indicators are based on all the means of verification (MOVs) that have been determined to be *appropriate at the country level*, in line with the national RCCE strategy or plan and UNICEF RCCE accountability.

7.   How should we disaggregate our data?

The RCCE SitRep/HAC indicators require aggregate responses in order to feed into the overall COVID-19 response. These indicators are based on aggregated data from multiple data streams. *At every country level*, an operational definition for each indicator should be developed, considering the types of platforms, partnerships, geographical targets, potential population targets, etc. to identify how the data will be disaggregated at the country level. That information should reflect the data collection capacities that are available in-country. It should also capture data that is needed by UNICEF COs, ROs, and C4D at all levels to understand how the RCCE strategy is working. It should seek to report, to the best of C4D's ability, if we are reaching the most vulnerable populations.

8.   My CO has specific situations that impact how we report data. What should we do?

Every country office should be involved in contributing to the development of a COVID-19 national strategy, as well as RCCE-specific strategy/plan. As a result, there isn't one single way to move forward. Different countries can take different approaches. The COVID-19 response will require us to think a bit differently than we are used to about what we do and how we count.

9. Our office is not conducting activities that are listed in the guidance, due to the COVID-19 situation.

That is ok! The COVID indicator guide was based on a review of RCCE plans for the COVID-19 response from the countries. Some countries, for example, are still doing door-to-door outreach. Others are depending on internet and mobile phone-based communications. These differences between the countries are appropriate because they are _based on country context and capacity_, and just be sure to align reporting with the appropriate indicator.

10. COVID-19 messaging, platforms, and actions are changing in response to changing needs and conditions. How should this impact reporting?

Adapting RCCE practices to align with national needs and local conditions is a good practice. It is ok if the activities reported in SitRep/HAC at [Time 1] differ from the activities reported in SitRep/HAC at [Time 2]. The SitRep/HAC indicators will measure scale of activities, **not** content, range, or quality of activities. Reporting will consider geographical and/or population targets, highest numbers covered (not cumulative). Assessments of content, range, and quality of activities will require **additional** monitoring and evaluation at the RO and CO levels.

11. How do we address double counting?

There have been several concerns raised about double counting. It is best to avoid duplication when/if possible. There are people who are being double counted because they are being reached, engaged, and providing feedback _on different/multiple platforms_. _Each of these concerns should be resolved at the CO level, and it should be resolved in ways that are appropriate for the local context_. Here are some of the areas where double-counting will _require a country-level_ decision-making process, as part of the process of developing operational definitions:

- Double-counting individuals
  - Individuals may be double counted because there are multiple communication channels or platforms that RCCE uses. That's ok. The COVID-19 response is seeking to create a comprehensive RCCE approach that will reach and engage people in different ways, at different times. We do not have this capacity to differentiate interventions on an individual level.
- Double counting across channels
  - There are platforms that are being double counted (ex. Facebook, WhatsApp, U-Report) across different indicators. Each indicator may leverage the same channels (U-Report, WhatsApp, Facebook, SMS) for different purposes. Defining this for each indicator will depend on the country context and data collection capacities. For example, some countries are differentiating between UNICEF official channels and government (national, sub-national) channels; audiences captured through media monitoring vs. other channels.
- Double counting across programs and sectors
  - These are the only three RCCE HAC indicators for reporting on communications (information and messaging), two-way communications, or feedback from local populations. Please coordinate with other sectors, departments, and partners for joint reporting or to facilitate aggregation by geographical or population targets.

12.   We don't have the capacity to report on these indicators. We don't have the level of data collection that is needed to report disaggregated data as prescribed.

C4D is working to improve its PM&E capacity globally. Please document and report data collection, reporting, and analysis deficits/challenges at the country level. In the meantime, _please identify and use the reporting capacities that are available at the country level_.

The RCCE SitRep/HAC indicators were developed to reflect the work of C4D with sectors, governments, and partners in RCCE for COVID-19. It was important to ensure that the work that was being done on messaging (Indicator 1), engagement (Indicator 2), and two-way feedback (Indicator 3) is being recognized by UNICEF and across the COVID-19 response. The indicator guide development involved consultation with five regional offices, a review of current COVID-19 RCCE action plans, and the COVID-19 global strategy and action plan.