GPC GLOBAL PROTECTION FORUM 2020
CONCEPT NOTE FOR VIRTUAL EVENTS

RCCE: New Ways of Working on the Digital Frontline

October 1, 2020, 16:00 Geneva time

Link & connection information

Rational/purpose

Risk Communication and Community Engagement (RCCE) is the binding agent that holds a response together, throughout the preparedness, response and recovery phases of a serious public health event. Effective RCCE is the provision of clear, context appropriate and accountable answers to the questions that matter to affected communities. This includes providing information in the right local languages, using preferred delivery formats and platforms for specific groups, and generating trust through responsiveness and consistency to effectively combat rumors and misinformation. RCCE is increasingly seen as an area that requires better and more intentional thought, resourcing and interagency coordination, in light of the current pandemic as well as the growing demand for humanitarian aid to shift the locus of power from aid providers to affected populations. Effective, dedicated resources and approaches for RCCE delivery are priorities for both the GPC and the IASC Results Group 2 (RG2) on AAP and Inclusion; this session seeks to support efforts to engage in better coordination.

In the context of the COVID-19 pandemic, face to face communication is either restricted or in some cases impossible. Despite the lingering "digital divide," which prevents many marginalized populations from accessing digital technology, a rapidly increasing number of people are active on the internet and regularly engaging their peers and community on social media. While digital communication will not replace human interaction, the use of digital communication is no longer innovation, it is now fundamental to protection work and humanitarian response more broadly. Social media and partnerships with private tech actors is also allowing us to better utilize **inclusive and iterative human-centered design** to ensure ever greater participation of marginalized groups. And yet - we recognize that there are significant risks in this 'brave new world – we need to work as a collective to understand and overcome ongoing challenges in meaningful inclusion based on distinct age, gender and diversity characteristics as well as how to address risks around data protection, privacy, and safeguarding.

Adapting today forges the new normal of tomorrow: C-19 is bringing significant change to the aid sector and our ways of working. The approaches we develop for RCCE and digital communication will not only be relevant today, but we'll work differently tomorrow as a result. It is essential that we begin sharing, co-creating and refining these approaches in order to make the changes we need to stay relevant and effective in the coming years.

Efficiencies through social media: A historic challenge for the protection sector has always been how to reach scale, given the high intensity human resources required for most of our models. Engagement via social media is an answer that is critical for the sector to explore –.

We want to hear from you:

We know that an increasing number of protection actors are using digital channels in increasingly creative ways, and we want to showcase these within our own community. We will be asking Annual Forum participants to fill a short template on your digital/RCCE efforts from which we will select 4-5 projects to serve as panelists. We will also be curating a digital gallery of digital/RCCE projects for Annual Forum participants to enjoy virtually. Panelists will highlight specific projects from which we can share insight on how to engage effectively in digital RCCE as well as strategies for how we can leverage our innovations to shape and grow this emerging area of humanitarian intervention.

Expected Outcome

- Exchange and knowledge sharing from community of practice of actors using digital means to deliver on RCCE to affected populations;
- Plan for identification of funders and process to engage with country humanitarian response plans on digitally-supported and offline RCCE; and
- Leveraging strategic investments in crosscutting digital engagement for future efficiency gains and better technology for future ways of working in protection beyond the C-19 Pandemic response

Format/Content of the Event?

Plenary Presentation w/ Q&A
Language and time zone – ENGLISH
Zoom will be used for its capability for using multiple interpreters.

Speakers/Moderator/ technical donor partner

Speakers: Agencies and country program teams will be invited to submit a digital RCCE program overview (1-page). These submissions will be on display for others country teams and agencies to see for knowledge exchange and some programs will be invited to present. We will support those selected to prepare short presentations of their work, following which we will engage in a moderated panel.

Field Cluster/Operations

Protection

Health

IASC Results Group 2 Accountability and Inclusion

Pre-event questions /survey to be shared with participants

How have digital communications taken shape to support RCCE in your programming? What do you consider the most meaningful changes this engagement has brought about?

Have these efforts been shared across sectors or are they specific to Protection?

Do you use two-way communication on Digital Platforms with affected populations? How have these affected your ability to deliver programs? How has this affected your ability to create opportunities for meaningful participation?

Do you use public facing social media platforms (Facebook, Instagram, Tiktok, Snapchat, Twitter) as a primary means of engagement or primarily group / individual chats? (whatsapp, text messages)? What feedback from users/clients have you received on these channels?

Background Reading

Susman-Pe.a, Tara. 2014. "Why Information Matters." InterNews - Center for Innovation and Learning and Rockefeller Foundation.

Humanitarian Exchange, Issue 74: Communication and Community Engagement in Humanitarian Response

Wang, Yuxi, Martin McKeeb, Aleksandra Torbica, and David Stuckler. 2019. "Systematic Literature Review on the Spread of Health-related Misinformation on Social Media." Social Science and Medicine 240:112552.

Schwarz, Norbert, Eryn Newman, and William Leach. 2017. "Making the Truth Stick and the Myths Fade: Lessons from Cognitive Psychology." February 17, 2017