

SBC in the Humanitarian Cycle

Using the Community Engagement in Humanitarian Action Toolkit (CHAT)

Introduction

The Community Engagement in Humanitarian Action Toolkit (CHAT) is an effort to holistically address communication and community engagement (CE) needs in the event of natural hazards, conflicts, disease outbreaks and epidemics, and complex emergencies.

A compendium of guidance and practical tools, CHAT aligns with the latest global frameworks, policies and standards, and builds on existing CE resources, guidance and tools. It helps countries and stakeholders organize contextualised, humanitarian preparedness and response efforts, gradually building local capacity to mitigate the impact of disasters on people's lives, health and well-being as they grapple with complex social and economic factors.

New elements of CHAT

Updated for the first time since 2015, the 2022 CHAT aligns CE programming to humanitarian programming and systematically advocates for risk prevention, building social cohesion and promoting resilience. It also increases the role of local communities and civil society in emergency response and preparedness.

The new elements in the 2022 version of CHAT include:

- 1. Comprehensive guidance with tools for high-quality community engagement for Social and Behaviour Change in humanitarian action.**

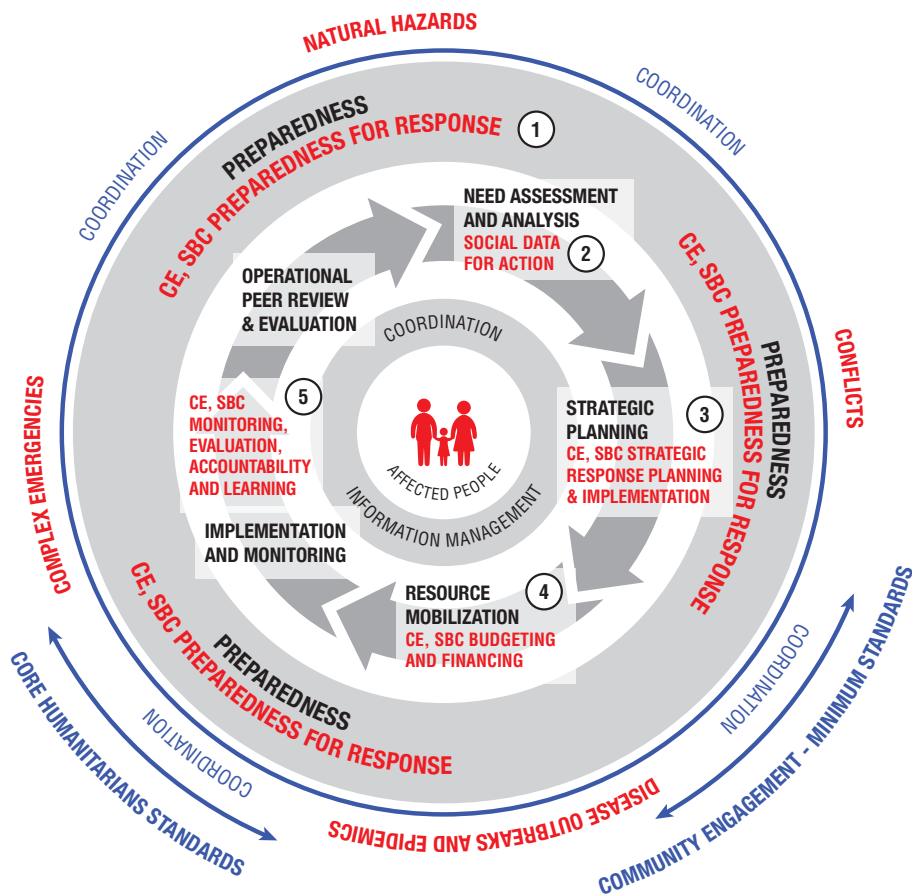
It includes a renewed focus on scaling-up CE, and SBC within humanitarian action. The toolkit provides specific, tailored and comprehensive CE, SBC guidance for relevant, timely, people-centred interventions for natural hazards, armed conflicts and disease outbreak and epidemic.

2. Alignment with global community engagement minimum standard guidance and Core Humanitarian Standards (CHS).

The toolkit brings understanding and interoperability between standards, legal frameworks and humanitarian programming guidance (Sphere Standards, Core Commitment of Children in Humanitarian Action) to define CE actions. It highlights clear linkages with CHS and Community Engagement Minimum Standards (CEMS) and includes a joint advocacy agenda for partners to improve community engagement practices at scale by linking to the humanitarian-development nexus.

3. CHAT mainstreams CE, SBC actions throughout the Humanitarian Programming Cycle (HPC).

It includes a Collective Action Framework that provides interactive resources, tools and guidance linking CE actions for all elements of HPC. It includes needs assessment and analysis, strategic response planning, resource mobilization, implementation and monitoring, operational review and evaluation. It provides guidance for applicability across sectors to address the needs of communities affected by crisis. This ensures that community engagement is well integrated within the humanitarian architecture and not seen as an afterthought.



CE, SBC MINIMUM ACTIONS BASED ON CHS AND COMMUNITY ENGAGEMENT MINIMUM STANDARDS

1 Key Action: Understanding humanitarian context, Inter-Agency Advocacy for Institutionalisation of CE, SBC for preparedness including establishing a National Coordination Mechanism for CE, SBC for humanitarian Action and Contingency Planning

2 Key Action: Community Engagement Component for Risk Analysis, Need Assessment and Needs Overview Analysis.

3 Key Action: SE, SBC Response Plan with sectoral and cross-sectoral application; and tracking implementation of planned activities.

4 Key Action: HPC stages based CE, CBS budgeting and forecasting of resources, resource mobilization plan, dissemination of the plan and donor engagement & CE Fund Management Dashboard.

5 Key Action: CE, SBC Content Specific Theory of Change, Response Monitoring and Reporting and KM Plan.

4. Guidance for systematic use of social data for action.

Social science has become an important and critical component of CE in crises. CHAT provides extensive guidance and tools to harness community feedback and improve insights and analysis, with an explicit focus on social, cultural and structural behavioural determinants. It provides resources for using evidence to influence policies and make humanitarian interventions more accountable to the communities they serve.

5. A resource of good practices.

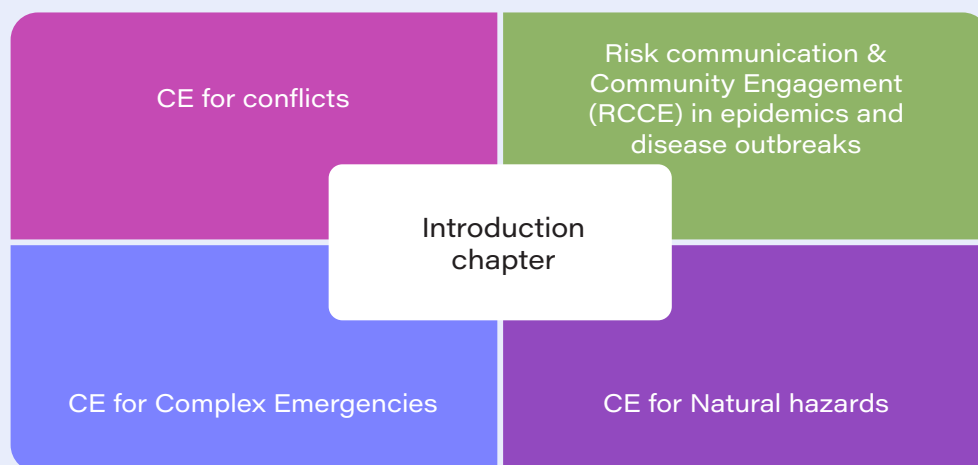
CHAT includes country examples that demonstrate successful application of CE and important lessons from different crisis contexts. It is designed as an evolving document that will continue to build on these resources and experiences, based on the regular input of partners working in the CE, SBC area.

Key users

CHAT provides guidance to scale up contextualized and localized CE, SBC actions during a crisis. It is intended to be used by:

- Humanitarian practitioners within national governments and civil society organizations;
- Experts leading and working on CE, SBC interventions;
- Leaders of humanitarian organizations and heads of humanitarian programmes and inter-agency networks building capacity at the individual and organizational level;
- Donors.

The CHAT toolkit is divided into five sections:



Application and implementation

CHAT is designed to comprehensively address CE, SBC needs in humanitarian action. The current humanitarian context continues to be challenging, making it difficult to properly plan, implement, monitor and document CE interventions. The CHAT toolkit provides a rich repertoire

of resources, guidance and tools that can be adapted to most humanitarian settings. It is an easy-to-use, navigable toolkit that comes in a tabulated-pull-out format.

1. Overview and Introduction

Start here to learn more about CHAT, CE, SBC and its role in humanitarian action and in accountability to affected populations. It outlines global policies, frameworks and standards to which CHAT has been aligned and presents a CE, SBC Common Action Framework based on Community Engagement Minimum Standards and CHS.

2. Community Engagement for Natural Hazards

Here you'll find a comprehensive package that covers CE, SBC resources, tools and guidance to address geo-physical, hydro-meteorological and climate-related hazards.

3. Community Engagement for Conflicts

This section provides guidance on CE and armed conflict and provides resources, tools and guidance to mainstream community engagement for peacebuilding.

4. Risk Communication and Community Engagement (RCCE) for disease outbreaks and epidemics

Here you'll find resources, tools and guidance for disease outbreaks and epidemic management, including

managing Infodemics, RCCE mechanisms and risk communication. It explains 15 deadly diseases of the last century and reinforces preparedness and response around prioritized risks.

5. Community Engagement for complex emergencies

Section 5 explains complex emergencies and their characteristics with several 'how-to' tools. It covers issues such as migration crises where CE, SBC can play an important role.

6. Integrating CE, SBC and HPC within UNICEF Country Programme Planning and Analysis

Section 6 brings it all together, setting the foundation for an organization-wide, standardized set of steps that can align with CE, SBC actions as outlined in the Humanitarian Programme Cycle (HPC) with UNICEF Country Programme Planning and Analysis processes.

The CE, SBC Collective Action Framework has been used as a template to guide the structure of the sections of the CHAT, with the exception of RCCE. The structure is illustrated below.

A 10-step process for using the CHAT toolkit

The CHAT toolkit includes a practical 10-Step plan for CE, SBC for Humanitarian Action.

Steps 1-4: CE preparedness for response

Step 1	Familiarise yourself with Section 1 of the Toolkit to better understand the structure of CHAT, the role of CE, SBC, linkages with AAP, overall standards, frameworks and a common intervention framework. Select the most appropriate section based on the humanitarian challenge in your country context.
Step 2	Understand the humanitarian context and prepare. Seek more context-specific details to guide standards, programme framework and linkages with CE, SBC. Plan and prepare for CE, SBC based on a common action framework before an emergency or disaster occurs. Include a contingency plan to help stakeholders reach a high level of preparedness for specific humanitarian contexts.
Step 3	Advocate for the institutionalization of CE, SBC/RCCE. Ensure timely advocacy and building of CE, SBC systems so that they are integrated into the mainstream across all phases of humanitarian programming.
Step 4	Establish a government-backed CE, SBC/RCCE national coordination mechanism. Include UN agencies, NGOs, in-country donor organizations and humanitarian agencies. Include civil society organizations to represent marginalized and vulnerable groups. Arrange for sustained collaboration among key stakeholders.

Step 5: CE, SBC data for action

Step 5 Collect and analyse robust CE,SBC data for action, including community feedback. Use the data to inform CE, SBC interventions across the HPC. Make every effort to include the most deprived communities.

Steps 6 & 7: Strategic CE response planning & implementation

Step 6 Develop a CE, SBC plan that caters to the Humanitarian Programme Cycle (HPC). Follow guidance to develop a comprehensive plan in

Note: Implementation should focus on providing life-saving information, promoting critical behaviours and re-establishing positive/new social and cultural values. The implementation of the plan must be guided by CHS and Community Engagement Minimum Standards. A mixed-channel approach will ensure that no one is left behind.

Step 7 Collaborate and ally with media from the start. This will build trust and relationships with institutions during peacetime. A healthy relationship will help mitigate false information, misconceptions and myths that can be detrimental to any humanitarian crisis.

Step 8: Budgeting for CE

Step 8 Budget for CE, SBC resources as soon as preparedness measures and contingency plans are ready. Based on CE preparedness and response planning, develop a resource mobilization plan and strategically invest to deliver on collective CE, SBC results. At the onset of a crisis, share the mobilization plan with partners. Disseminate the plan after making adjustments. Set up collective fund tracking mechanisms under the national coordination group to ensure judicious use of resources and management of field interventions.

Steps 9 & 10: Monitoring, evaluation, accountability and learning

Step 9 Establish CE, SBC monitoring, evaluation, accountability and learning systems to frame evidence-generation activities as part of preparedness measures and the response planning and implementation process. Regular monitoring and evaluation of CE, SBC indicators is required even if circumstances surrounding the crisis are grave and complex. Monitoring efforts help to assess CE interventions' links to humanitarian actions and whether actions support the achievement of behavioural results such as protective practices and service-seeking behaviours. Continued monitoring also provides critical information on behavioural determinants and drivers that must be taken into account when developing CE, SBC humanitarian programmes, so that they remain adaptable and agile for sectors/clusters. Ensure that the M&E approach is inclusive and actively engages affected communities to ensure that perspectives from various age groups, gender identities and abilities are an integral part of results. Roll out a knowledge management plan with allocated resources, followed by documentation of lessons learned to guide future CE, SBC preparedness and response.

Step 10 Use the checklist provided at the end of the sections to track CE, SBC programme actions and use of relevant tools, to ensure high-quality programming.