

# Communities at the center of pandemic preparedness and response

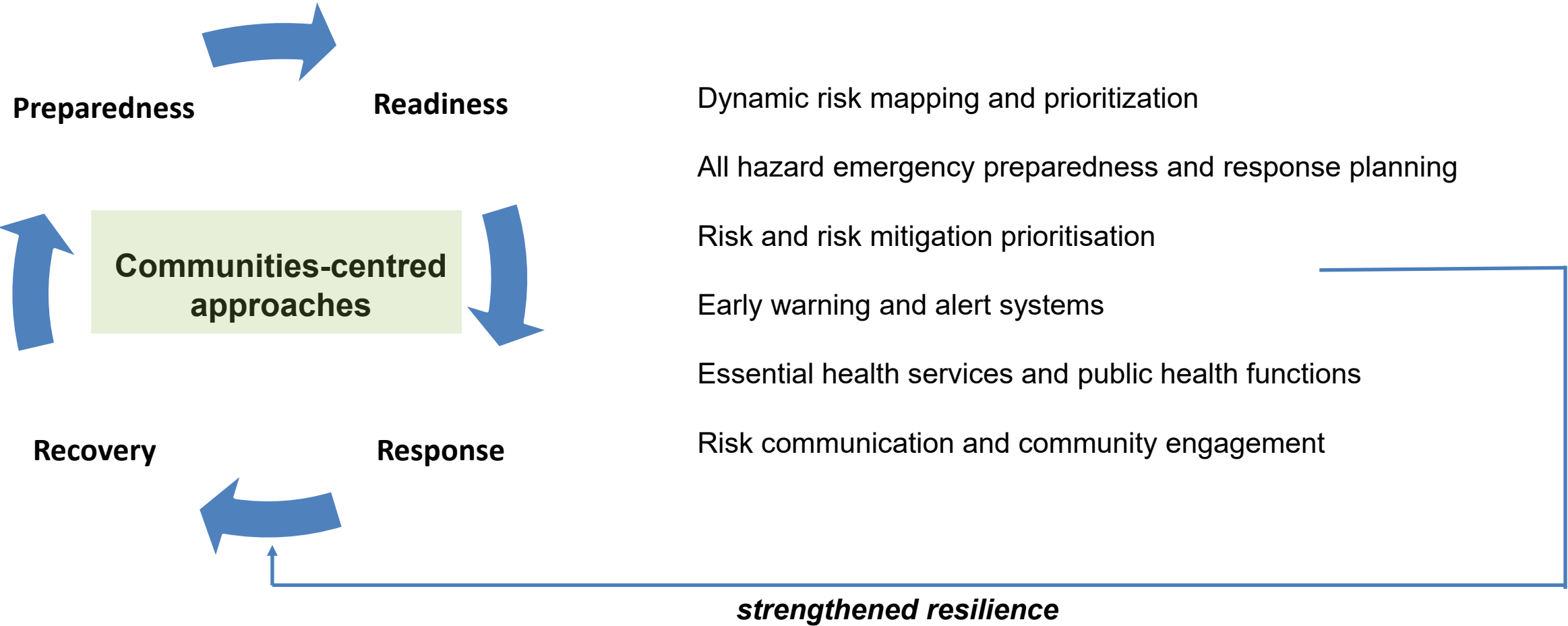


## *Public health is about people and communities*

- Communities are exposed first to emerging or re-emerging pathogens and are the first responders
- Communities play a critical role in prevention and control
- Understanding diverse communities in their specific contexts (cultural, social, economic, environmental determinants, behavioral insights)



# Communities at the center of the health emergency cycle



# *Communities at the center of the health emergency cycle*

- Inclusive governance - whole of society approach
- Sustainable structures and resources for innovative community-led solutions
- Partnerships, networks and coordination/knowledge sharing platforms at all levels
- Strategies, norms, guidance and tools for people centered and community led actions
- Linkages with health and public health services - primary health care and people centered health services



# *Building platforms and partnerships for community-centered initiatives*

## **Mapping risk and vulnerability and scaling up operational readiness for imminent threats**



### Ebola outbreak in DRC and Guinea in 2021

- Immediate and dynamic risk and vulnerability mapping to guide neighboring countries/communities
- Scaling up operational readiness based on immediate needs
- Engaging communities in operational readiness and response

## *Civil Society Organizations engaging at grassroots level*

### **Working with Civil Society Organizations in COVID-19 response**



- 60+ trusted civil society organizations in 36 countries
- Empower participation and ownership of communities through investments in organizations at grassroots level
- Listening to and addressing the needs of communities to define priority actions
- Special focus to vulnerable populations (migrants, refugees, internally displaced populations, persons with disabilities, indigenous populations etc)

# Partnership for risk communication and community engagement

## Collective Service for Risk Communication and Community Engagement

- WHO, UNICEF, IFRC, and GOARN partnership
- Increasing reach and efficiency through engaging diverse partnerships
- Improving quality and consistency through harmonized and coordinated risk communication messages, approaches and guidance
- Enhancing impact through social and behavioral data and community perspectives

<https://www.rcce-collective.net>

unicef 

GOARN  
Global Outbreak Alert and Response Network

 IFRC

 World Health Organization

COLLABORATIVE

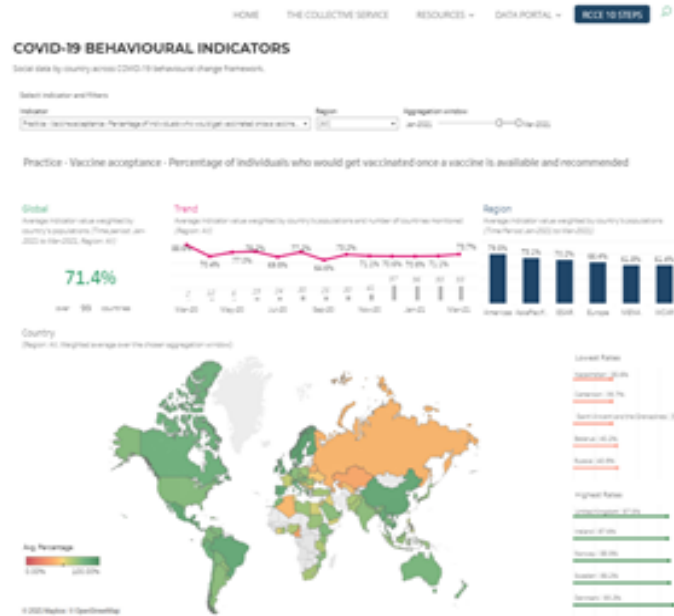
COMMUNITY-LED

DATA-DRIVEN

REINFORCE CAPACITY

# A coordinated approach to engage communities

## Delivering - Strengthened social data collection and analysis, coordinated guidance best practice and lessons learned



The infographic is divided into two main sections. The left section, titled '10 STEPS TO COMMUNITY READINESS', features an illustration of diverse people and a 'Download PDF' button. The text reads: 'Our 10 steps to community readiness are well established risk communication and community engagement (RCCE) principles that have proven their efficacy. 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.' The right section, titled 'Enabling Success: A Community Centered Approach to Contact Tracing for COVID-19', features an illustration of people wearing masks and interacting. It includes logos for the World Health Organization, ICIFRC, GOARN, and UNICEF.

**Collective service** | Risk Communication and Community Engagement

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