Role of communities: achieving real community understanding and ownership of the response

Dr Juliet Bedford
GHRF, 29 July 2015
Role of communities: achieving real community understanding and ownership of the response?

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Different constructs of community

• Community as the setting of an intervention
• Community as the target or recipient of an intervention
• Community as service user
• Community as service provider
• Community as a resource
Ebola Stops
With Me

NA MI GO DON
EBOLA
HARMON FIELD COMMUNITY
EBOLA AWARENESS
CAMPAIGN TEAM
SPREADING THE MESSAGE, NOT THE VIRUS
Key considerations
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- ‘Community’ central unit of analysis
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• Open and coordinated flows of information to and from communities
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• Qualitative data

• Routine monitoring and evaluation: effectiveness / impact not only coverage

• Active participation of communities: re-orientation