This document provides guidance to Country Sites in the Child Health and Mortality Prevention Surveillance (CHAMPS) network on the activities carried out in a community engagement planning site visit. Through the site visit, Country Sites will develop a community engagement approach in collaboration with the CHAMPS Program Office as they carry out CHAMPS activities in local communities. This document will allow Country Site staff to prepare for a strategic planning site visit to develop their community engagement approach.

Table of Contents

[I. SITE VISIT AGENDA 2](#_Toc480963690)

[II. INTRODUCTION 3](#_Toc480963691)

[*Section 2.01* *Goals, Objectives, and Outputs* 3](#_Toc480963692)

[*Section 2.02* *Project objectives and outputs and logic model* 4](#_Toc480963693)

[Section 2.03 *Rationales for the Outputs* 8](#_Toc480963694)

[(a) Objective 1 8](#_Toc480963695)

[(b) Objective 2 9](#_Toc480963696)

[III. Preparing for the Community Strategic Planning Site Visit 14](#_Toc480963697)

[Section 3.01 Community structures and partnerships 14](#_Toc480963698)

[(a) Existing community structures 14](#_Toc480963699)

[(b) Existing community partnerships 14](#_Toc480963700)

[(c) History of community engagement 14](#_Toc480963701)

[Section 3.02 Community Activities 15](#_Toc480963702)

[(a) Existing activities 15](#_Toc480963703)

[(b) New activities under CHAMPS 15](#_Toc480963704)

[Section 3.03 Data from PICK-CHAMP and formative research 16](#_Toc480963705)

[(a) PICK-CHAMP Workshops 16](#_Toc480963706)

[(b) Formative Research 22](#_Toc480963707)

[Section 3.04 Community Input 22](#_Toc480963708)

[(a) Site visit 22](#_Toc480963709)

[(b) Community Representatives for Day Four 23](#_Toc480963710)

[IV. Site Visit Preparation Checklist 24](#_Toc480963711)

[V. Site/Program Office Communication 25](#_Toc480963712)

# **SITE VISIT AGENDA**

Subject to modification

DAY ONE

1. Introduction: The CHAMPS Approach to Community Engagement

* The Importance of Community Engagement in the Success of CHAMPS
* The Goals, Objectives, and Outputs of Community Engagement
  + Descriptions
  + Rationale
  + CHAMPS Community Engagement Logic Model

1. The Site’s History of Community Engagement

* Building on existing relationships
  + Existing organizations/bodies
  + History of community engagement
  + Self-assessment of strengths/weaknesses
* Additional elements that CHAMPS should build on (the unique context of CHAMPS)

1. Activities to Achieve Community Engagement Objectives

* Current activities
* Findings from PICK-CHAMP/Formative Research informing the two objectives and related ouputs
* Community Engagement Activities (initial draft) and their place in the logic model

DAY TWO

Community Visits and Meetings: *The specific agenda will be developed in conjunction with the site prior to the visit. The objectives of these meetings are to:*

1. Introduce the community to community engagement objectives and plans
2. Present findings from the PICK-CHAMP workshops and relevant formative research
3. Discuss challenges and opportunities in the community for implementing and sustaining CHAMPS in light of those findings and CHAMPS objectives
4. Gather community input on implementing community engagement

DAY THREE

1. Developing the site’s community engagement plan

* Modifying the day one draft based on community input from day two
* Creating and defining activities and approaches

1. Identifying and addressing Logistics

* Budget
* Staffing
* Community partners
* Timelines
* Activity planning

DAY FOUR

1. Identifying and addressing logistics (continued)
2. Community feedback

* Present complete draft plan to community representatives (e.g., the site’s Community Advisory Board)
  + Address concerns and adapt as needed

1. Adopt final plan

# **INTRODUCTION**

The purpose of the strategic planning site visit is to develop a site-specific community engagement approach to demonstrate to the communities where CHAMPS is being carried out that the Country Site is committed to collaboration, transparency, open communication, and a focus on community priorities. Through the strategic planning site visit, staff from the Country Site and the Program Office will determine the activities to be carried out in local communities in order to achieve the goal and objectives of the CHAMPS community engagement approach:

## ***Goals, Objectives, and Outputs***

While each Country Site will develop its own specific community engagement activities, community engagement across the CHAMPS network is guided by a common goal and two common objectives.

***GOAL:*** Work in partnership local communities to develop and implement activities that help align the CHAMPS site with community values, priorities and interests in relation to CHAMPS activities with a long-term impact on improving maternal and child heatlh.

***OBJECTIVES:*** To accomplish this goal, the CHAMPS community engagement approach focuses on ***two objectives***, one of which is responsive and the other proactive***:***

1. Objective 1: Increase the feasibility of carrying out CHAMPS mortality and pregnancy surveillance in the community.

This objective will be accomplished through *responsive* activities to address community concerns that arise in response to any CHAMPS activities at the site. Outputs to further this objective will reflect the metrics for measuring feasibility in the SBS formative research:

* 1. Increase *acceptability* of CHAMPS surveillance activities in the community.
  2. Improve *practicality* of CHAMPS surveillance activities.
  3. Support *implementation* of CHAMPS surveillance activities.

1. Objective 2: Develop and sustain activities that demonstrate respect for the community and reflect the communities’ priorities in relation to maternal and child health.

This objective will be accomplished through *proactive* activities. Four outputs will further this objective:

* 1. Build partnerships with existing, trusted community organizations and key leaders already at work to improve maternal and child health.
  2. Implement activities focused on maternal and child health with input from the community in collaboration with existing, trusted community organizations and key leaders.
  3. Develop communication feedback mechanisms in which insights from the community inform CHAMPS surveillance efforts and data from those efforts are shared back to the community.
  4. Demonstrate respect for all families who have lost children through culturally appropriate religious and community rituals that honor children in the community who have died.

Through the site visit the Program Office will work with Country Sites to formulate their community engagement approaches to reflect the objectives and outputs of the CHAMPS community engagement approach. The Social-Behavioral Sciences (SBS) staff in the Country Sites will be familiar with these objectives since they are discussed as part of the initial activities of social-behavioral sciences, especially in relation to the community entry activity known as Participatory Inquiry into Community Knowledge of Child Health and Mortality Prevention (PICK-CHAMP). The site visit will occur following the PICK-CHAMP workshops and the completion of the first wave of formative research activities. The site visit will involve not only the SBS staff but representatives from other science teams as well as leadership from the site. In addition, Program Office and Country Site staff will participate in community meetings and work with community representatives and leaders to create the community engagement approach. Once each site’s specific community engagement approach is determined, the site staff will begin to implement community engagement activities, which will be carried out in tandem with ongoing formative research activities over the duration of the program. Of course, community engagement approaches and activities can and will be modified over the life of the CHAMPS program; nonetheless, the initial plan for community engagement developed through this process will be crucial for creating strong community partnerships that will be essential for support and sustainability of CHAMPS.

## ***Project objectives and outputs and logic model***

The following pages provide a graphic of the relationships between objectives and outputs as well as logic model for the CHAMPS community engagement approach

GOAL: Work in partnership local communities to develop and implement activities that help align the CHAMPS site with community values, priorities and interests in relation to CHAMPS activities with a long-term impact on improving maternal and child heatlh.

Objective 1: Increase the feasibility of carrying out CHAMPS mortality and pregnancy surveillance in the community.

Objective 2: Develop and sustain activities that demonstrate respect for the community and reflect the communities’ priorities in relation to maternal and child health.

Output 1.1: Increase *acceptability* of CHAMPS surveillance activities in the community.

Output 1.2: Improve *Practicality* of CHAMPS surveillance activities.

Output 1.3: Support *implementa-tion* of CHAMPS surveillance activities.

Output 2.1: Partner with trusted community organizations.

Output 2.2: Implement activities focused on maternal and child health.

Output 2.4: Demonstrate respect for families and honor children who have died.

Output 2.3: Develop commun-ication feedback mechanisms.

Notes: Specific activities related to the outputs named above will be developed with each Country Site. Activities will be culturally and contextually relevant to communities where the CHAMPS personnel in the Country Site work. The outputs for objective 1 reflect the research variables in the SBS conceptual framework for formative research across the CHAMPS network. Specific Country Sites have added site-specific variable to their conceptual frameworks. In such cases, sites are encouraged to develop additional outputs (e.g., activities) related to any site-specific variables. In such instances, those activities will be developed during the site visit.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| GOALS AND OBJECTIVES |  | INPUTS |  | | OUTPUTS | |  | OUTCOMES | | |
|  |  |  |  | | Activities | Participation |  | Short Term | Medium Term | Long Term |
|  |  |  |  | |  | |  |  | | |
| 1. Increase the feasibility of carrying out CHAMPS mortality and pregnancy surveillance in the community. |  | CHAMPS Personnel  Community members  Partner community organizations  Community leaders  Community members  PICK-CHAMP findings  Formative Research findings  Surveillance SOPs  Grant deliverables  CHAMPS objectives  Budget  Materials/logistics |  | 1. Increase *acceptability* of CHAMPS surveillance activities in the community.  2. Improve *Practicality* of CHAMPS surveillance activities.  3. Support *implementation* of CHAMPS surveillance activities. | | CHAMPS Personnel, with leadership from SBS  Community members  Community leaders  Community organizations  Governmental organizations  Faith-based organizations (both service providers and faith communities) |  | Short Term  Supportive community leaders engaged  Specific elements of CHAMPS surveillance that are in tension with community identified  Needed resources identified | Medium Term  Increased acceptance of surveillance  Stronger partnerships in the community | Long Term  Improved maternal and child health in the community |
|  |  |  |  |  | |  |  |  |  |  |
| 2. Develop and sustain activities that demonstrate respect for the community and reflect the communities’ priorities in relation |  | CHAMPS Personnel  Community members  Partner community organizations  Community leaders  Community members  PICK-CHAMP findings  Formative Research findings  Identified community priorities  Budget  Materials/logistics |  | 1. Build partnerships with existing, trusted community organizations.  2. Implement activities focused on maternal and child health.  3. Develop communication feedback mechanisms.  4. Demonstrate respect for families and honor children who have died. | | CHAMPS Personnel, with leadership from SBS  Community members  Community leaders  Community organizations  Governmental organizations  Faith-based organizations (both service providers and faith communities) |  | Short Term  Community-focused MCH activities initiated | Medium Term  Increased trust  CHAMPS activities and data informed by community contributions | Long Term  Improved maternal and child health |

NOTE: During the site visit, specific activities that reflect the outputs named above will be identified. In addition, additional outputs that reflect site-specific variables in the SBS conceptual framework will be developed. Finally, site-specific outcomes will be identified and defined. These activities and outcomes will then be placed in the logic model.

## *Rationales for the Outputs*

This section will describe the rationale the outputs related to each objective.

### Objective 1

Increase the feasibility of carrying out CHAMPS mortality and pregnancy surveillance in the community.

#### Output 1.1:

Increase *acceptability* of CHAMPS surveillance activities in the community.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will *respond* to the following questions:

Are CHAMPS activities (pregnancy surveillance, mortality surveillance, demographic surveillance, verbal autopsy, and MITS) acceptable in the communities within the catchment area? Why or why not?

[Note: For further elaboration on the activities across the SBS team that will be carried out to answer these questions, see the SBS Protocol for the Country Site]

Community engagement activities will contribute to knowledge on ways to increase acceptability in addition to SBS formative research. The specific nature of these activities will be determined by the site visit.

#### Output 1.2:

Improve *practicality* of CHAMPS surveillance activities.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will *respond* to the following question:

If acceptable, can surveillance activities practically be carried out?

Practicality is assessed in light of two focuses: 1) the overall community infrastructure that must be in place to support surveillance and 2) the community activities that occur when a child dies when must be respected when carrying out surveillance activities.

[Note: For further elaboration on the activities across the SBS team that will be carried out to answer this question, see the SBS Protocol for the Country Site]

Community engagement activities will contribute to knowledge on ways to improve practicality in addition to SBS formative research. The specific nature of these activities will be determined by the site visit.

#### Output 1.3:

Support *implementation* of CHAMPS surveillance activities.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will *respond* to the following question:

What capacities will the CHAMPS Country Site and the community need to carry out these activities?

While the Program Office will work with the Country Site to assess implementation in relation to the infrastructure capacities and needs of the CHAMPS site (e.g., personnel, equipment), the SBS team will support assessment of implementation needs by identifying the key leaders, resources, and organizations which can support surveillance activities in the local community.

Community engagement activities will contribute to knowledge on ways to support implementation in addition to SBS formative research. The specific nature of these activities will be determined by the site visit.

### Objective 2

Develop and sustain activities that demonstrate respect for the community and reflect the communities’ priorities in relation to maternal and child health.

#### Output 2.1:

Build partnerships with existing, trusted community organizations and key leaders already at work to improve maternal and child health.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will develop *proactive* activities that
  + *Strengthen existing community programs while building support for CHAMPS.* Because CHAMPS has such a strong community engagement model and will conduct ongoing mixed-method research in the social behavioral sciences, the program can offer some resources to local CBOs/NGOs to further their reach and to integrate activities. At the same time, partnerships with trusted organizations and leaders will be essential to CHAMPS in order to build trust by demonstrating that we support and endeavor to strengthen the resources already at work in the community.
  + *Build trust.* As an initiative coming in from the outside, CHAMPS may well be perceived with suspicion initially. When communities find out that CHAMPS will be conducting minimally invasive tissue sampling (MITS) on the bodies of children who have died, that suspicion may well increase. CHAMPS cannot simply ask the community to work with us; we must earn the community’s trust by developing relationships in the community. We will work to develop numerous relationships through a variety of activities but establishing relationship with those CBOs/NGOs and leaders who are already trusted.
  + *Increase support for CHAMPS among the community*. Initial findings from follow-up family interviews from MITS pilots have revealed that parents most often cite finding out the cause of their child’s death as the primary reason for consenting to the procedure. In community meetings with some local CBOs working on child health, staff expressed puzzlement as to why they should work with CHAMPS if this is the primary benefit. The possibility that findings from CHAMPS could lead to more effective, more targeted initiatives that could lower mortality was positive but the long time before the implementation of surveillance and findings informing such initiatives served to minimize support and increase perceptions that CHAMPS was simply a research project.

If CHAMPS sites could build partnerships with existing, trusted organizations and leaders the difficulties in describing the benefits of CHAMPS to the community could be lessened.

* + *Ease worries of established programs that CHAMPS will be a competitor.* In an era of limited resources, we hope that existing programs will be glad to know that CHAMPS is not entering in to the community as another children’s health service organization but as a project whose work can eventually strengthen existing children’s health services. If CHAMPS demonstrates its commitment to partnership, the existing organizations and leaders working in this area can be important resources for referral, education, and community health activities (see objective 2).
  + *Establish a stronger presence in the community’s social networks*. Country Sites are not service providers. Even those sites with well-established community advisory boards (CABs) or other community structures may not be known or trusted entities in the communities where CHAMPS will be carried out. By building partnerships with trusted organizations/individuals, CHAMPS will have opportunities to work across the intrinsic social networks already existing in the community and to eventually become a part of them.

#### Output 2.2

Implement activities focused on maternal and child health with input from the community in collaboration with existing, trusted community organizations and key leaders.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will develop *proactive* activities that
  + *Align CHAMPS with community priorities for maternal and child health.* Mortality surveillance is a CHAMP program priority; CHAMPS is not primarily a program that provides services to improve maternal and child health. While public health research and practice will be strengthened by CHAMPS and targeted, more effective maternal and child health programs will be developed because of CHAMPS, community members themselves are not likely to see surveillance per se as a priority. Maternal and child health activities will help in aligning CHAMPS with the communities’ priorities and encourage trusting relationships to develop.
  + *Strengthen partnerships with existing, trusted community organizations (see Objective 1).* Joint activities that further the reach of community partners and leaders will contribute to objective 1 of the community engagement approach outlined above.
  + *Build perceptions that CHAMPS is focused on maternal and child health and not limited only to mortality surveillance.* PICK-CHAMP findings already demonstrate that CHAMPS may likely be perceived as a project that focuses on childhood death (participants in various countries have described CHAMPS as a death project). These activities, sponsored by CHAMPS and carrying CHAMPS logos and messaging, will re-enforce a perspective that CHAMPS is committed to maternal and child health and honors that commitment through by supporting specific activities.
  + *Develop mechanisms for reporting childhood deaths or complications to pregnancy as quickly as possible.* In some countries where CHAMPS works, the time between the death of a child and her or his burial may be as little as 4 hours. In all countries where CHAMPS works, the Country Site is committed to minimizing delays in the burial processes that will be carried out when a child died. Honoring this commitment requires that CHAMPS Country Sites be notified of a death as quickly as possible. By working proactively with local leaders and organizations to carry out activities, CHAMPS Country Sites will build trust and good will over time. With proper organization, that can translate into improved systems for reporting childhood deaths in the community. Given the very tight timeframe required for carrying out mortality surveillance, such systems will be essential.

#### Output 2.3

Develop communication feedback mechanisms in which insights from the community inform CHAMPS surveillance efforts and data from those efforts are shared back to the community.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will develop *proactive* activities that
  + *Help ensure that the communities’ perspectives inform CHAMPS activities.* Mortality and pregnancy surveillance are both essential to CHAMPS but both may face some level of resistance and be perceived negatively by the community. The CHAMPS Country Site has opportunities to mitigate against these possibilities by adapting surveillance activities to align with the communities’ perspectives. While formative research will inform these efforts initially, including specific communications platforms in the community engagement strategy will help the Country Site to adapt accordingly over time and not only in the initial implementation stages.
  + *Provide opportunities for the CHAMPS Country Site to share data from the project with communities.* The CHAMPS network prioritizes transparent and rapid sharing of data. This is true not only for research and public health leaders but also for communities where CHAMPS will carry out activities. At this point, we are not sure what kinds of data will be most meaningful to communities; this is something to be learned through community engagement, with subsequent platforms to be developed based on what we find. CHAMPS must not be perceived as a research project that merely extracts data from a community; it must be seen as responsive to communities’ recommendations. Community engagement activities centered on communications platforms demonstrate such responsiveness. Further, such platforms can provide opportunities for communities to communicate their own points of view related to CHAMPS.
  + *Inform data-to-action activities as a follow-on to surveillance activities.* CHAMPS will evolve beyond the surveillance to provide a foundation for targeted initiatives to improve maternal and child health outcomes. Communication platforms will be a valuable tool through these transitions from surveillance to intervention, offering mechanisms to share intervention plans with communities and involve them in creating community-focused, sustainable models.

#### Output 2.4

Demonstrate respect for the children who have died in the community and appreciation for the families who participate in CHAMPS activities in culturally appropriate ways.

* **Rationale:** In order to accomplish this output, the CHAMPS Country Site will develop *proactive* activities that
  + *Create culturally appropriate activities that remember children who have died.* These activities, or rituals, will be developed in collaboration with community leaders and members in order to reflect and respect cultural and religious norms. In some countries where CHAMPS works, such rituals might be communal whereas communal rituals around childhood death would not be appropriate in other countries and more individual or familial rituals would be expected.
  + *Ensure that the bodies of children on whom MITS procedures are carried out are treated respectfully.*The surveillance protocols dictates that a series of procedures be carried out on the children’s bodies soon after death. CHAMPS staff must ensure that the bodies of children are handled with utmost care and respect during those procedures and that the bodies of children are returned to families in ways that demonstrate our respect.
  + *Express appreciation for families who participate in CHAMPS.* In collaboration with community leaders and members, the Country Site will identify appropriate activities to thank families and to demonstrate respect for their contributions to CHAMPS. These activities should be ongoing to the extent that families wish because they should be based on a commitment to building trustworthy relationships with these families.
  + *Create tangible reminders of the importance of children to the life of the community* (e.g., a community garden, mural, or trees planted). In reference to objective 2 above, CHAMPS cannot be seen only as a program that focuses on maternal and child death. By creating and maintaining community reminders of the valuable role of children in the community, CHAMPS will communicate and re-enforce to the community that its long-term goal is the improvement child health even as many of its current activities focus on mortality surveillance.

# **Preparing for the Community Strategic Planning Site Visit**

The SBS team (specifically the Community Engagement Lead) is asked to prepare presentations on the following topics and be prepared to present these on Day One of the site visit: 1) Community structures and partnerships, 2) Community activities, and 3) Data from PICK-CHAMP and formative research.

In addition, the County Site team is asked to prepare for community visits/meetings on Day Two of the site visit by 1) identifying relevant participants, 2) coordinating visits to important organizations, and 3) creating an agenda

## Community structures and partnerships

The SBS team should prepare a presentation on this topic, with specific information on the following:

### Existing community structures

Please provide an overview of the structures that the CHAMPS site already has in place in the community. Name and briefly describe:

1. Existing structures (e.g., community advisory board),
2. The purposes of the structures
3. Individuals who are part of those structures and their functional roles, and
4. Key personnel in the CHAMPS site who relate to the community structures and their functional roles.

### Existing community partnerships

Beyond the community structures that the CHAMPS site already has in place, does your site also have existing partnerships with organizations in the community such as non-governmental organizations (NGOs), local community-based organizations (CBOs), or governmental programs/offices. Name and briefly describe:

1. Organizations in the community with whom you have an existing partnership,
2. The purpose of the partnership. What activities are carried out?
3. Key personnel in each organization who relate to the CHAMPS staff and their functional roles related to the partnership, and
4. Key personnel in the CHAMPS site who relate to the organizations and their function roles related to the partnership

### History of community engagement

Aside from currently community structures and partnerships, what history (if any) of community engagement does the CHAMPS site have? Briefly describe:

1. Previous instances of community engagement from the CHAMPS site,
2. Examples of successful community engagement in the past a brief assessment of the reasons for such success, and any ongoing benefits enjoyed by this successful history,
3. Examples of unsuccessful community engagement in the past, a brief assessment of the reasons for such challenges, and any ongoing challenges/barriers as a result of previous unsuccessful engagement.

## Community Activities

The SBS team should prepare a presentation on this topic, with specific information on the following:

### Existing activities

Please provide an overview of current activities in the community carried out by the CHAMPS site (even if the site is carrying out those activities with funding from other sources). Name and briefly describe:

1. Community activities,
2. Number and type of participants/beneficiaries,
3. Partnering organizations (if any),
4. Evaluation data (if any) on outcomes or impact, and
5. Extent to which existing activities have any connection to CHAMPS community engagement objectives. Could these activities be expanded to support those objectives?

### New activities under CHAMPS

You do not need to prepare a presentation on this topic. A key activity in the site visit will be to develop an initial draft of community engagement activities under CHAMPS and adapting/refining that draft in collaboration with community stakeholders to finalize the site’s community engagement approach.

## Data from PICK-CHAMP and formative research

### PICK-CHAMP Workshops

Please present on the ways in which outputs from PICK-CHAMP can inform CHAMPS staff about community perceptions in relation to community engagement objectives and activities. The table below summarizes the ways in which the exercises in PICK-CHAMP community leaders and community members workshops may be relevant to community engagement activities. In preparing your overview, feel free to highlight PICK-CHAMP outputs that are relevant to the ftwo community engagement objectives and seven community engagement ouputs described in **Part II** above even if that relevance is not specifically named in the table below.

|  | EXERCISE | OBJECTIVE | OUTPUT | RELEVANCE TO OBJECTIVES AND OUTPUTS |
| --- | --- | --- | --- | --- |
| Community Leaders | Exercise 1: Describing CHAMPS Objectives to Reflect Community Priorities | To identify the commonalities between community priorities and the objectives of the CHAMPS Program. | A participant-driven list of messages based on community norms and language that re-enforce the objectives of CHAMPS with the three most powerful messages identified. | **Objective 1:**The key messages from this exercise can be used to increase acceptability (*Output 1.1*).**Objective 2:** The key messages from this exercise can be used to “make the case” of the importance of CHAMPS to current and potential partners (*Output 2.1*) and respectfully communicate the importance of families’ and community members’ participation in CHAMPS (*Output 2.4*) in ways that mirror community perspectives. |
| Exercise 2: Perceptions of Pregnancy | To identify the community’s perceptions about the things that contribute to healthy pregnancy. | A participant driven list of factors that impact pregnancy | **Objective 1:** Understanding community perceptions of pregnancies helps CHAMPS team address negative perceptions and increase acceptability (*Output 1.1*).Once acceptability is increased, understanding these perceptions can guide the CHAMPS team in adapting SOPs to address any issues related to practicality. **Objective 2:** Understanding community perceptions of pregnancies can inform the kinds of MCH activities (*Output 2.2*)that will mirror community norms and assist the CHAMPS staff in communicating more effectively back to the community (*Output 2.3*). |
| Exercise 3: Perceptions of Childhood Health and Illness | To identify the community’s perceptions about the things that affect children’s health: the things that help children be healthy or the things that may make children sick. | A participant driven list of factors that impact childhood health, illness, and death. | **Objective 1:** Understanding community perceptions of childhood illness helps CHAMPS team address negative perceptions and increase acceptability (*Output 1.1*).Once acceptability is increased, understanding these perceptions can guide the CHAMPS team in adapting SOPs to address any issues related to practicality. **Objective 2:** Understanding community perceptions of childhood illness can inform the kinds of MCH activities (*Ouput 2.1)* that will mirror community norms, assist the CHAMPS staff in communicating more effectively back to the community (*Output 2.3*), and support the CHAMPS staff in demonstrating respect to families and the community (*Output 2.4*) in ways that reflect community perceptions. |
| Exercise 4: What are the Roles of Community Leaders in Response to Pregnancy and Childhood Death? | To identify participants’ roles and responsibilities as leaders in addressing the factors that impact pregnancy and childhood health/illness (named in exercises 2 and 3) | A participant driven list of 1) leaders’ role in addressing the factors that impact pregnancy and childhood health/illness, and 2) the ways that CHAMPS could support leaders in carrying out those roles. | **Objective 1:** Understanding community leaders’ roles and responsibilities in supporting healthy pregnancies and addressing childhood illness and death can increase acceptability (*Output 1.1*) if CHAMPS builds partnerships with leaders that support both CHAMPS surveillance activities and leaders’ roles. As trust is built through these partnerships, the social capital of leaders can be an important resource for addressing issues of practicality (*Output 1.2*) and identifying/mobilizing community resources to support implementation (*Output 1.3*).**Objective 2:** Understanding community leaders’ roles and responsibilities in supporting healthy pregnancies and addressing childhood illness and death can assist in identifying key partners (*Output 2.1*) at both individual and organizational levels, build partnerships with leaders to support their efforts through shared activities (*Output 2.2*), creating social networks through which communication efforts can be carried out (*Output 2.3*), and demonstrating respectful engagement with families and the community-at-large (*Output 2.4*). |
| Exercise 5: Leaders’ Perceptions of CHAMPS Activities | To assess the level of alignment or tension between CHAMPS activities and community perceptions. | 1) A participant-driven list of community activities carried out when a woman is pregnant ranked by the level of alignment/tension to CHAMPS pregnancy surveillance activities, and 2) a participant-driven list of community activities carried out when a child dies ranked by the level of alignment/tension to CHAMPS mortality surveillance activities. | **Objective 1:** Understanding the alignment or tension between community activities and CHAMPS activities in relation to pregnancy and childhood death will be essential for increasing acceptability (*Output 1.1*) and addressing questions of practicality *(Output 1.2*). **Objective 2:** Understanding the alignment or tension between community activities and CHAMPS activities in relation to pregnancy and childhood death can provide insight for CHAMPS staff on ways to communicate with the community and topics to address in communication activities (*Output 2.3*). |
| Exercise 6: Building Support for CHAMPS | Use the six messages related to CHAMPS objectives to create/strengthen alignment between community activities and CHAMPS activities. | A participant driven list of action steps (and champions) that align with community messages that could be undertaken to build support for CHAMPS. | **Objective 1:** The action steps identified in this exercise represent community-initiated activities which can increase acceptability (*Output 1.1*) and address any identified issues of practicality (*Output 1.2*). **Objective 2:**When community leaders and organizations support CHAMPS in its efforts they provide a platform from which the CHAMPS staff can build partnerships with existing organizations and leaders (*Output 2.1*), collaborate on activities that further the mission of CHAMPS and partner organizations (*Output 2.2*), create social networks through which CHAMPS staff can communicate back to the community (*Output 2.3*), and work through those social networks to carry out activities in the community that demonstrate respect (*Output 2.4*). |
| Community Members | Exercise 1: Describing CHAMPS Objectives to Reflect Community Priorities | To identify the commonalities between community priorities and the objectives of the CHAMPS Program. | A participant-driven list of messages based on community norms and language that re-enforce the objectives of CHAMPS with the three most powerful messages identified. | **Objective 1:**The key messages from this exercise can be used to increase acceptability (*Output 1.1*).**Objective 2:** The key messages from this exercise can be used to “make the case” of the importance of CHAMPS to current and potential partners (*Output 2.1*) and respectfully communicate the importance of families’ and community members’ participation in CHAMPS (*Output 2.4*) in ways that mirror community perspectives. |
| Exercise 2: Perceptions of Pregnancy | This exercise focuses on naming the community’s perceptions about the things that contribute to healthy pregnancy. | A participant driven list of factors that impact pregnancy | **Objective 1:** Understanding community perceptions of pregnancies helps CHAMPS team address negative perceptions and increase acceptability (*Output 1.1*).Once acceptability is increased, understanding these perceptions can guide the CHAMPS team in adapting SOPs to address any issues related to practicality. **Objective 2:** Understanding community perceptions of pregnancies can inform the kinds of MCH activities (*Output 2.2*)that will mirror community norms and assist the CHAMPS staff in communicating more effectively back to the community (*Output 2.3*). |
| Exercise 3: Perceptions of Childhood Health and Illness | This exercise focuses on naming the community’s perceptions about the things that affect children’s health: the things that help children be healthy or the things that may make children sick. | A participant driven list of factors that impact childhood health, illness, and death. | **Objective 1:** Understanding community perceptions of childhood illness helps CHAMPS team address negative perceptions and increase acceptability (*Output 1.1*).Once acceptability is increased, understanding these perceptions can guide the CHAMPS team in adapting SOPs to address any issues related to practicality. **Objective 2:** Understanding community perceptions of childhood illness can inform the kinds of MCH activities (*Ouput 2.1)* that will mirror community norms, assist the CHAMPS staff in communicating more effectively back to the community (*Output 2.3*), and support the CHAMPS staff in demonstrating respect to families and the community (*Output 2.4*) in ways that reflect community perceptions. |
| Exercise 4: Community Responses to Pregnancy | To create a participant-driven list of the most important things the community does when a woman becomes pregnant. | A participant-driven list of important things done in the community when a woman finds out she is pregnant. | **Objective 1:** Even if support of pregnancy surveillance exists in the community, CHAMPS must work to ensure that any disruptions to important community/family activities through such surveillance are minimized. Findings from this exercise will help in these efforts, thereby addressing issues of practicality that might arise (*Objective 1.2*). **Objective 2:** Understanding the things that happen in the community when a woman becomes pregnant can aid the CHAMPS staff in developing relevant and timely MCH activities (*Output 2.2*) and identifying the appropriate contexts for effectively communicating to women in the community on findings from pregnancy surveillance activities (*Output 2.3*). |
| Exercise 5: Community Responses to Childhood Death | To create a participant-driven list of the most important things the community does when a child dies. | A participant-driven list of important things done in the community when a child dies. | **Objective 1:** Even if support of mortality surveillance exists in the community, CHAMPS must work to ensure that any disruptions to important community/family activities through such surveillance are minimized. Findings from this exercise will help in these efforts, thereby addressing issues of practicality that might arise (*Objective 1.2*). Understanding the things that happen in the community when a child dies can aid the CHAMPS staff in developing relevant MCH activities (**Objective 2**), identifying the appropriate contexts for effectively communicating to members in the community on findings from mortality surveillance activities (**Objective 3**), and demonstrating respect to families and the community-at-large. |
| Exercise 6: Participants’ Perception of CHAMPS Activities | To assess perceptions of the level of alignment or tension between CHAMPS activities and community priorities and perceptions. | *From Part One:* A matrix showing alignment or tension between CHAMPS activities and community priorities.  *From Part Two:* A profile of participants’ perceptions about CHAMPS activities across five categories:   1. Acceptability/Value 2. General acceptability of MITS even if there is personal discomfort 3. Beliefs about childhood death, burial, and MITS 4. Beliefs about pregnancy, childhood illness/death, & medical care 5. The value of surveillance and research | **Objective 1:** Understanding the alignment or tension between community activities and CHAMPS activities in relation to pregnancy and childhood death will be essential for increasing acceptability (*Output 1.1*) and addressing questions of practicality *(Output 1.2*). Because the propositions exercise asks participants about detailed, contextual issues related to alignment or tension, an analysis of participants’ responses to the propositions can be useful in developing specific community activities to respond to named tensions.  **Objective 2:** Understanding the alignment or tension between community activities and CHAMPS activities in relation to pregnancy and childhood death can provide insight for CHAMPS staff on ways to communicate with the community and topics to address in communication activities (*Output 2.3*). |
| Exercise 7: Valued Community Organizations That Could Support CHAMPS | Generate a list of valued community organizations and leaders in the community. | A participant driven list of local community organizations that are important resources for the community to respond to the death of a child that participants also identify as potentially supporting one or more CHAMPS activities. | **Objective 1:** Partnerships with the organizations and/or leaders identified in this exercise can increase acceptability (*Output 1.1*) and address any identified issues of practicality (*Output 1.2*). **Objective 2:** Partnerships with named community leaders and organizations can support CHAMPS in its efforts (*Ouput 2.1*). Such partnerships provide a foundation for developing activities that further the mission of CHAMPS and partner organizations (*Output 2.2*), creating social networks through which CHAMPS staff can communicate back to the community (*Output 2.3*), and working through those social networks to carry out activities in the community that demonstrate respect (*Output 2.4*). |

### Formative Research

Please present on any relevant findings from formative research that relate to the community engagement objectives and outputs. The presentation should:

1. Summarize stage one formative research activities,
2. Name the types of participants (referencing the sampling strategy for phase one), and
3. Name and describe any themes that emerged through narrative analysis of transcripts which are relevant to community engagement activities. *[For example: name and describe themes that reflect interviewees’ perceptions of factors that contribute to maternal and child health and then discuss the ways in which those factors could be addressed through activities carried out under objective 2.]*

## Community Input

This section details planning elements for community meetings and for a small group of community representatives to work with the SBS team and the Program Office staff on Day Four of the site visit.

### Site visit

During the site visit the SBS team will host a day of community meetings with community members/leaders and organizations. In planning for these meetings, the SBS team need not develop a presentation (the Program Office will provide a general template for any presentations with the SBS team in the Country Site providing site-specific content), but please address the following:

1. Participants
2. What community leaders should be included? Have all participants from the PICK-CHAMP community leaders workshops been invited? Are there additional leaders (e.g., as key stakeholders) to invite?
3. What community members should be included? Have participants from the PICK-CHAMP community members workshops been invited? Are there additional members (e.g., as representatives of key groups) to invite?
4. Organizations
5. What organizations should be invited?
6. Should there be additional site visits to particular organizations or is it sufficient to invite organization representatives to a larger meeting?
7. Logistics
8. What types of events will be scheduled? Will there be larger meetings for the community as a whole? Site visits to certain organizations? One-on-one meetings with key leaders?
9. Where will meetings be held?
10. Agenda

Keeping in mind the elements from section 1, 2, and 3 above, please develop a day-long agenda for the community meetings and share it with the Program Office prior to the site visit.

### Community Representatives for Day Four

A small group that can represent community perspectives will meet with the SBS team and Program Office staff on the last day of the site visit. On this day, the draft community engagement approach will be shared and representatives will offer input and feedback. In preparation for this meeting, please identify 3-5 participants, keeping mind who would be the most effective and trusted stakeholders who could participate.

# Site Visit Preparation Checklist

The following checklist may be helpful for the SBS team to keep track of items for which it is responsible in preparation for the site visit:

The CHAMPS SBS team will be responsible for presenting on:

* Community Structure and Partnerships (see Section 3.01 above for further description)
* Community Activities (see Section 3.02 above for further description)
* Data from PICK-CHAMP and formative research (see Section 3.03 above for further description)

The CHAMPS SBS team will be responsible for planning community meetings on day two of the site visit and for identifying a small group of community representatives for a second meeting on Day Four of the site visit. In planning for these events, the team should:

* Determine Participants for meetings
* Identify Organizations that should be represented and whether a site visit to that particular organizations should be scheduled
* Address Logistics including types of meetings and meeting locations
* Develop an agenda and share it with the Program Office
* Identify 3-5 key stakeholders to represent the communities’ perspectives on Day Four of the site visit.

See Section 3.04 above for further description of all of these elements.

# Site/Program Office Communication

Well before the site visit, the Program Office will contact the SBS team to set up a call to discuss site visit logistics. The SBS team should feel free to contact John Blevins in the Program Office with any questions related to site visit planning (see contact information below).

LOGISTICS

* Program Office personnel travel itineraries shared
* Lodging and transport logistics arranged
* Meeting locations secured
* Meeting times with CHAMPS staff (including non-SBS staff) set
* Other items specific by the Country Site:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Program Office looks forward to working with the SBS team to develop community engagement approaches and support the activities that follow! Thank you all for your hard work. We look forward to the upcoming site visit.

John Blevins

Senior Advisor for Community Engagement

CHAMPS Network Program Office

[john.blevins@emory.edu](mailto:john.blevins@emory.edu)

+1 404 727 6338 (office)

+1 404 213 8514 (mobile)