UNITAID'S COMMUNITY ENGAGEMENT FRAMEWORK

SUPPORTING COMMUNITY LED APPROACHES FOR EQUITABLE ACCESS

UNITAID'S VISION

Equitable access to health innovations to ensure healthy lives and promote well-being for all.

AIM

Unitaid aims to strengthen community engagement for the introduction and adoption of key products that are demand driven and people-centred.

COMMUNITY ENGAGEMENT

Community engagement is an approach to addressing health-related issues, promoting well-being, and taking action on the social determinants of health. It involves building relationships based on trust and working together to develop more effective health interventions, programmes, services, and policies and to empower communities as key actors for health. Through community engagement, individuals and communities are empowered to take an active role in their own health and participate in the decisions and structures that impact health and well-being.

Source: WHO West Pacific

EXPECTED OUTCOMES

Improved approaches within grants for product introduction and scale up; improved relationships of trust and visibility with key partners; common understanding of the importance of working and engaging with communities and what can be achieved; increased visibility and recognition of Unitaid's added value; early adoption, demand creation, de-risking scale-up sustainability; potential for an expanded call applicant and grantee base and increased opportunity for stakeholder engagement.

The Community Engagement Framework is a resource to inform partners and stakeholders of Unitaid's community engagement priorities and proposed approaches.

As a guidance document, it sets out Unitaid's commitment to and understanding of community engagement. As a practical resource, it provides working definitions related to community engagement and sets out specific objectives and activities for Unitaid's work.

Unitaid has engaged with communities since its creation in 2006 with community engagement efforts now in several programmes. This framework will help to elevate these successes, make better use of resources, and ultimately, improve and save lives.

ENGAGE

FUND

STRENGTHEN

EMPOWER

COMMUNITY ENGAGEMENT CUTS ACROSS UNITAID'S STRATEGY:

Places people at the centre. People and their communities have driven the identification and implementation of areas of work.

Highlights that **seeking the input and participation of communities and civil society** — at the local, country, and global levels — **helps to ground Unitaid's investments in people's needs** and the constraints that the realities of their lives may place on the success of our interventions.

Recognizes that diversity, equity, and inclusion are central to Unitaid's mission and that integrating those values in every intervention will always yield better outcomes.

Highlights that **community-led approaches** are central to ensuring that our work reaches all who can benefit, especially at-risk and marginalized people.

Builds on the successes of the past, but it encompasses an even stronger engagement and collaboration with affected people and communities to ensure they are part of every step of Unitaid's work.

Envisions a phased increase in engagement with both country stakeholders and community and civil society partners over the next five years.

Unitaid's Strategy (2023-2027)

UNITAID'S KEY PERFORMANCE INDICATORS FOR COMMUNITY ENGAGEMENT INCLUDE:

PARTNER SATISFACTION

the extent to which Unitaid has successfully established effective and inclusive partnerships – with Communities and Civil Society, Scale Funders and Countries.

EFFECTIVE ENGAGEMENT

the extent to which there is effective engagement with affected communities and civil society and responsiveness to address needs.

EFFECTIVE COUNTRY STAKEHOLDER ENGAGEMENT

the extent to which there is effective engagement with low and middle-income countries.

OBJECTIVES, ACTIVITIES AND TOOLS FOR COMMUNITY ENGAGEMENT

1 **Strengthen** – demand generation capacity for programmes and supported health products – Build a common understanding of how to engage with communities. Strengthen integration of community engagement and ensure sufficient capacity to provide technical assistance to increase demand generation and strengthen representation. Expand the role and capacity of communities to raise awareness of and generate learning.

2 **Empower & strengthen** – representation (& voice) of communities of people living with & affected by diseases - Community engagement activities and approaches to be informed by existing mechanisms, tools and structures (refer to available partner approaches as relevant). Strengthen and scale up community engagement activities and approaches with proven success. Strengthen monitoring of community engagement and in evaluation of grant outcomes. Performance measurement of community engagement in grants could include innovative community-based/led approaches, as relevant.

3 **Engage** – with a broad set of stakeholders to foster alliances and empower communities – Allocate sufficient resources to engage with community communications and coordination platforms. Ensure sufficient capacity to provide the technical assistance to strengthen representation.

4 **Fund** – ensure adequate resources for community engagement – apply a phased approach depending on available resources and against key milestones. With a focus on the most vulnerable, including women and girls, equity and rights. Through funded projects, Unitaid employs a number of methods to support community engagement, including through various approaches for demand creation and generation including community advisory boards and small grants to community-based organizations. Some examples of materials and tools for community engagement include presentations, case studies, impact stories, one-page explainers, leaflets, newsletters, infographics, webinars, videos, guidance, contact information for community groups and networks.

COMMUNITY AND CIVIL SOCIETY ENGAGEMENT
UNITAID WORKING DEFINITIONS

Communities: people living with and affected by the diseases that are the subject of Unitaid work

Community Based Organization and/or Networks and informal structures embedded in communities

International/Regional Networks emerging from and sustained by communities themselves

Local CSO - governed and run by community members

International CSO - operate as part of Unitaid work in project settings but headquartered elsewhere

National CSO - registered and based in the countries of operation

Civil Society: non-governmental actors that provide services and support in the interests of the communities engaged with Unitaid work

Engagement refers to Unitaid or Unitaid grantees taking actions with the express purpose of increasing community and civil society participation or agency within the work of Unitaid.

Note: The definitions above are intended to provide a general classification of typical entities with whom Unitaid expects to work. They are not intended to provide a complete description of all actors and stakeholders in the sphere of Communities and Civil Society.

Community-led approaches are ones whereby communities take the lead in choosing, designing, planning, implementing, and evaluating activities and programmes (i.e., community advisory boards (CABs), community-led monitoring, community-led service delivery, and community-led consultations and research such as assessing the values and preferences of communities regarding tools and products).

Unitaid