



Feedback Matters

Enhancing a Culture of Community Feedback.

Insights from Community
Leadership Meeting.



TABLE OF CONTENT

CONCLUSION	13	EXECUTIVE SUMMARY	01
RECOMMENDATIONS	11	INTRODUCTION	02
INTERSECTION BETWEEN HEALTH AND JUSTICE SECTOR	07	OBJECTIVES	03
KEY ISSUES	05	METHODOLOGY	03



INTRODUCTION

In August 2024, SEMA conducted a **Civic dialogue** that convened key stakeholders in the Justice law and order sector with the objective of identifying the specific challenges faced by marginalized groups in the justice, Law and Order sector. One of the actionable recommendations was to enhance community engagements by intensifying awareness of feedback tools in the community.

SEMA with the support of the Community Liaison Office of Kira Road police station convened Community Liaison Officers (CLOs) in a meeting on 29th August 2024 at Salvation Army Church. The Community Leadership meeting aimed to engage the Community Liaison Office (CLO) from Kira Road Police Station alongside local leaders from 25 parishes including Kira Road, Komamboga, Kisasi, Bukoto, Ntinda, Kyanja, Kiwatule, Najera, Kamwokya. The meeting aimed to foster a culture of feedback within the communities, encouraging leaders to champion this initiative as SEMA ambassadors. It also sought to strengthen the relationships between SEMA, local communities, and law enforcement agencies.

Below were the objectives of the meeting;

- Assess community awareness of SEMA feedback tools and introduce community leaders to the SEMA feedback tools while brainstorming potential digital solutions suitable for their contexts.
- Identify the current feedback tools and assess their effectiveness and compatibility with community needs.
- Identify challenges and areas of improvement in communication and collecting feedback between the community and the leaders and service providers

This report outlines the feedback mechanisms that the community leaders are currently using in the community to encourage community interaction and feedback, the challenges they are facing with these tools, which tools are preferred to receive community feedback and areas of improvement in these feedback mechanisms for effective communication and feedback between the community and their leaders.

The survey results will offer SEMA valuable insights into the feedback culture at institutions such as NIRA, URSB, and KCCA, beyond just police departments. By analyzing this information, we intend to develop strategies to enhance community Engagement, foster trust in the feedback systems, and promote effective dialogue between leaders and their communities.



METHODOLOGY



In collaboration with the CLO office of Kira Road police, SEMA invited 30 community leaders, including local council representatives, women councillors, defence personnel, and police heads such as the DPC, OC CID, and OC Traffic CLO.

The meeting utilized both qualitative and quantitative data collection methods. Open and group discussions, along with 10-15 minute surveys were used to collect data on the existing feedback mechanisms employed by the communities across various institutions.

We utilized focus group discussions as our primary methodology. This approach allowed us to engage local leaders in small groups to gain diverse perspectives on the feedback systems used by various institutions. We aimed to understand their experiences with current methods provided by institutions or the government and assess the effectiveness of these methods.

Additionally, these focus groups assisted in completing a 5 - 10 minute survey, using Kobo collect facilitated by trained staff. This survey gathered essential feedback on SEMA's tools, evaluated community awareness and perceptions, and identified potential improvements.

Participants

- CLO officers from Kira Road Police Station
- Local leaders from the 25 parishes
- SEMA team

Who were our respondents?

Gender	Age range		
	25-34	35 and above	Grand Total
Female		28.57%	28.57%
Male	14.29%	57.14%	71.43%
Grand Total	14.29%	85.71%	100.00%

28.57% of the participants were female with 71.43% male. 85.71% were aged 35 and above years and 14.29% were aged 25 -34 years.

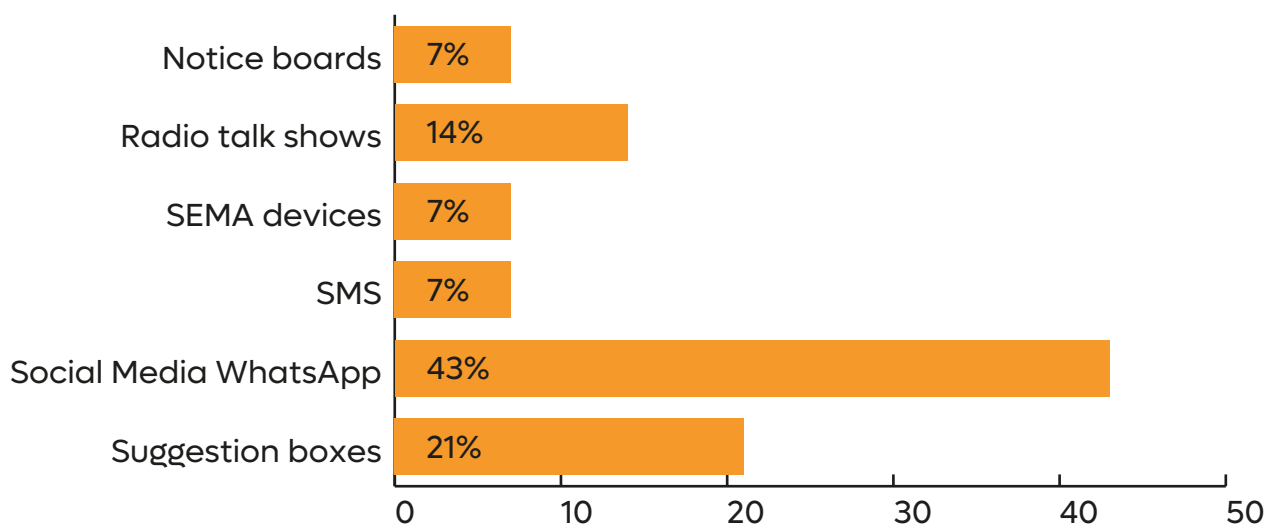
The respondents were from different parishes that is Bukoto, Kamokya, Kidumbira, Kira, Kololo, Kyabando, Mawanda, Ntinda Parish and Ntinda Village



FINDINGS

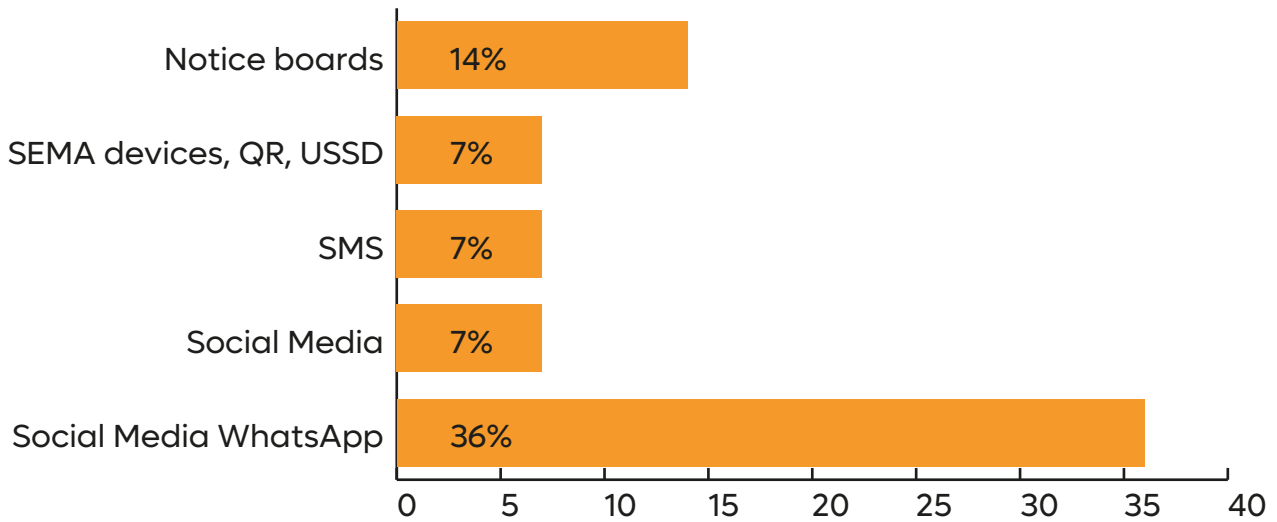
Awareness of current feedback systems

Feedback Mechanisms the community leaders are aware of



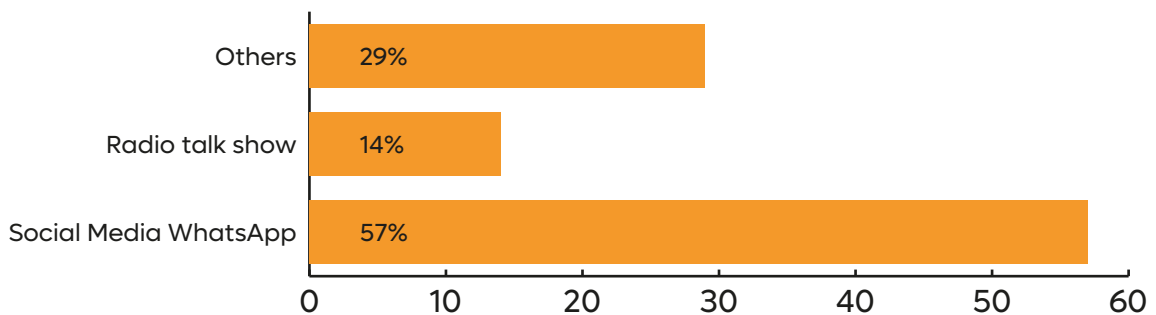
43% of the community leaders are aware of social media whatsapp followed by 21% in suggestion boxes

The feedback mechanisms the community leaders have used before



36% of the community leaders have used social media whatsapp followed by Notice boards at 14% to provide feedback. 7% were aware of SEMA feedback tools

Preferred Feedback mechanism



57% of community leaders prefer using social media WhatsApp to provide feedback followed by community-engaging activities like community meetings to provide feedback.

However, the major challenge that community leaders face with the most preferred and most used feedback tool which is social media WhatsApp is that sometimes people do not have data therefore they do not receive the feedback, in real time. People are hesitant to provide honest feedback, especially if they fear negative consequences or backlash.

“

“Lack of data, people use it for other things, sometimes people fear to talk on the platform (the reason for this was that being a witness in the Uganda system can cost the witnesses their life and this makes them fear to come up and speak plus there is lack of witness protection.”

- statement by a community leader from Kololo parish

How Satisfactory are current feedback mechanisms?

The average satisfaction rate of the community leaders with the current feedback tools is 73.21%. One of the reasons for this high satisfaction rate is that the current social media mechanism (WhatsApp groups) has worked well because everyone receives information in real-time and has wider coverage.

“

“It has worked for my community and it is faster in getting information to people”

A statement from a community leader

100% of the community leaders believed it is important for service providers to get feedback from citizens on service delivery giving reasons such as feedback keeps a good relationship between the service provider and the community through strengthening trust and openness in relationships.

100% of the community leaders believed it is important for service providers to get feedback from citizens on service delivery as this helps to clarify what is expected in terms of performance or contribution, reducing misunderstandings and fostering good communication.

On Average, the community leaders reported a 55.36% rate of responsiveness of service providers at public institutions with KCCA having the lowest rate of responsiveness.

Participants reported that KCCA does not respond promptly to the issues raised by the community hence delays that hinder the quality or delivery of services.

The major groups that are not engaged or whose voices are unheard are the refugees and ghetto communities as they fear to come forward and raise their issues because some of these areas are heavily protected by soldiers and policemen for example Kololo.



CONCLUSION

Feedback was a key highlight as an important tool in fostering a culture of open communication, accountability and mutual respect within our community. Throughout the discussion, it became clear that effective feedback is not just a tool for institutional growth but a cornerstone for building trust between the service providers and the community.

Through collaborative efforts and targeted discussions, the meeting successfully laid the groundwork for enhanced community engagement and feedback culture, with actionable insights for future initiatives. This meeting painted a vivid picture of what feedback tools resonate with the community and are feasible for data collection at the offices they visit often. It also helped us build rapport with the community leaders as well as the CLOS of the different stations that SEMA continues to work with.

Key takeaways from the meeting include the need for timely, specific and constructive feedback, and the importance of prompt responsiveness by service providers to create an environment where all voices are encouraged to contribute.

There is a knowledge gap in the importance of feedback and the available feedback mechanisms that the community can utilize to provide feedback and receive feedback from their service providers. It is highly recommended to enhance sensitization on the importance of feedback and the available feedback tools with a great focus on SEMA feedback tools which provide anonymous real-time feedback ruling out the challenge of fear of providing honest feedback because of the negative consequences or backlash which has been experienced via social media WhatsApp. The culture of providing feedback should be built right from the grassroots level in the communities for the inclusivity of all groups of people.

It is crucial that we integrate these insights into our community engagements ensuring that feedback is viewed not as criticism, but as a pathway to improvement and building stronger institutions. This will foster a more engaged, empowered and resilient community as well as improved service delivery.



Feedback Matters

Want to partner with us, work with us, give us feedback, share your ideas, or just talk?

Contact us!



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