

CONTENT

STEP 3: PLAN YOUR PDM & CEA

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When working with sEAPs, the lessons learned workshop must include a presentation and discussion of the post-distribution monitoring (PDM) completed following the early action activities. Surveys are the most common way of collecting PDM data, and while your National Society is likely familiar with the basics of PDM surveys from response operations, anticipatory action PDMs should be adjusted to include sections not found in traditional PDMs. A well-conceived and executed post-distribution survey will include questions relevant to the design and implementation of your early warnings and early actions, including the following:

- whether people understood and were able to act upon early warnings, when and how people received any warnings or aid distribution
- how and when targeted people used any cash or other materials received,
- any challenges or problems recipients may have encountered during distributions
- their general satisfaction.

Examples of anticipatory action PDM surveys for various hazards that include standard questions regarding early warning, early action/preparation, when and how cash was used, and feedback/satisfaction can be found in the [toolbox](#).

Appropriate timing is also essential to conducting a valuable PDM. Because it is difficult for people to recall specific details related to a disaster, it is important to conduct the PDM promptly following the distribution. Optimal timing will depend upon the hazard and the interventions in question, but you should aim to collect data when people can be expected to remember when and how they used the items in question. Three months after the activation, for example, is too long to expect people to remember. General guidance on post-distribution monitoring can be found in the [toolbox](#).

Community engagement and accountability systems provide the opportunity for recipients to provide feedback (praise, complaints, or suggestions) regarding the process or content of assistance following an activation of a protocol or other anticipatory action intervention. Such systems contribute to learning and improvement and serve as a check against misconduct by community leaders, or National Society staff and volunteers. CEA mechanisms for anticipatory action need not differ greatly from mechanisms for longer-term preparedness or response. IFRC guidance on setting up community engagement and accountability systems can be found in the [toolbox](#) as well.