

## [HANDOUT 15]

# Ground Truth Solutions and perception surveys

**Ground Truth Solutions (GTS) is an INGO specialised in collecting feedback from crisis-affected people using perception surveys and engaging with humanitarian organisations to ensure that the feedback is taken into account.**

**Perception surveys are a tool that enables an organisation to regularly and proactively ask affected communities and aid recipients about their views on the assistance they receive.** Possible questions to ask in a perception survey are:

- Is the aid you receive relevant to your most important needs?
- Do you understand who receives aid and who doesn't (selection criteria)?
- Does the assistance go to those who need it most? If no, who is left out?
- Do they know how to make a complaint? Through what channels would they like to make complaints in the future?
- Do they feel treated with respect?

The idea is to ask the same questions at regular intervals over time, in order to track how perceptions are changing. The most important part of running a perception survey is to disseminate the findings to relevant stakeholders (communities, staff, partners, donors etc.) to ensure that the feedback is being taken into account and the aid adapted based on people's feedback.

**In addition to running perception surveys at the response-wide level, GTS is also supporting organisations to design and implement their own feedback mechanisms in the form of perception surveys.** GTS supports in developing the right feedback questions and deciding how to best collect the data. Subsequently, they strengthen organisations' capacity for analysing data, communicating findings and drawing up action plans for correcting the course of their activities.

**Perception surveys are a powerful RCCE tool in health emergencies, such as COVID-19.** Gauging the views of citizens at regular intervals on issues related to:

- information provision,
- trust in authorities and the response,
- behaviour and attitude, and
- economic impact

ensures that the ongoing response is informed by and adapts to the perspectives of crisis-affected people and at-risk communities. In health emergencies, this work can be lifesaving.

**Ground Truth Solutions has been active in Afghanistan since 2016**, running country-wide perception surveys and supporting a range of national NGOs to design and implement their own feedback mechanisms. It is currently running a perception survey on COVID-19 in partnership with WHO.

If there is interest from a number of organisations, GTS will be keen to run a dedicated session on setting up perception surveys.

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