

Education: Are We Making an Impact for Dogs?

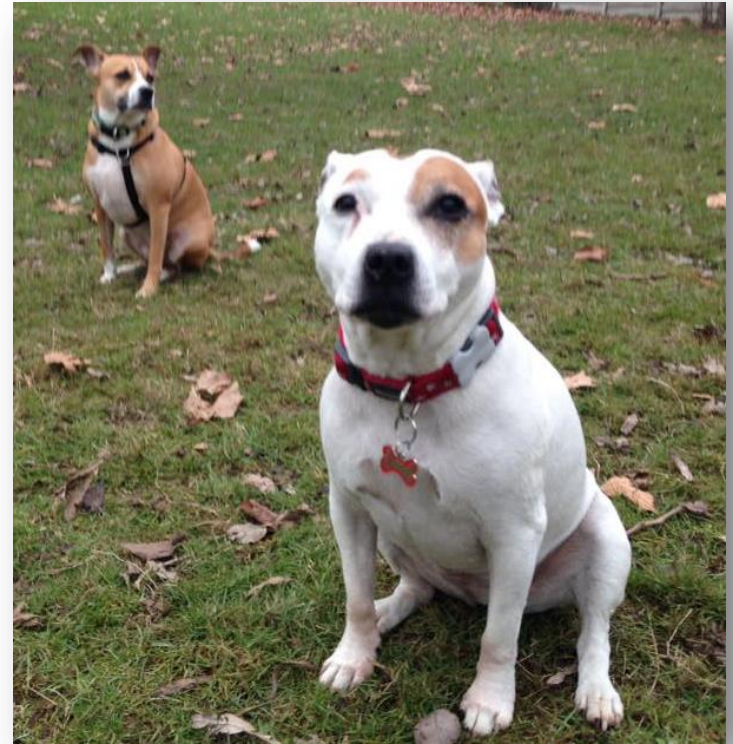
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The four pillars of HBC

- The process of change
- The psychology of change
- The environment for change
 - Ownership of change

In: Individuals, Communities,
the Masses



Outline

- Why monitor and evaluate?
 - Planning
 - What tools can we use?
- Most Significant Change Approach



Why wouldn't we monitor and evaluate our education work?

- “Too difficult?”
- “Difficult to get responses”
- “Too many other factors ...”



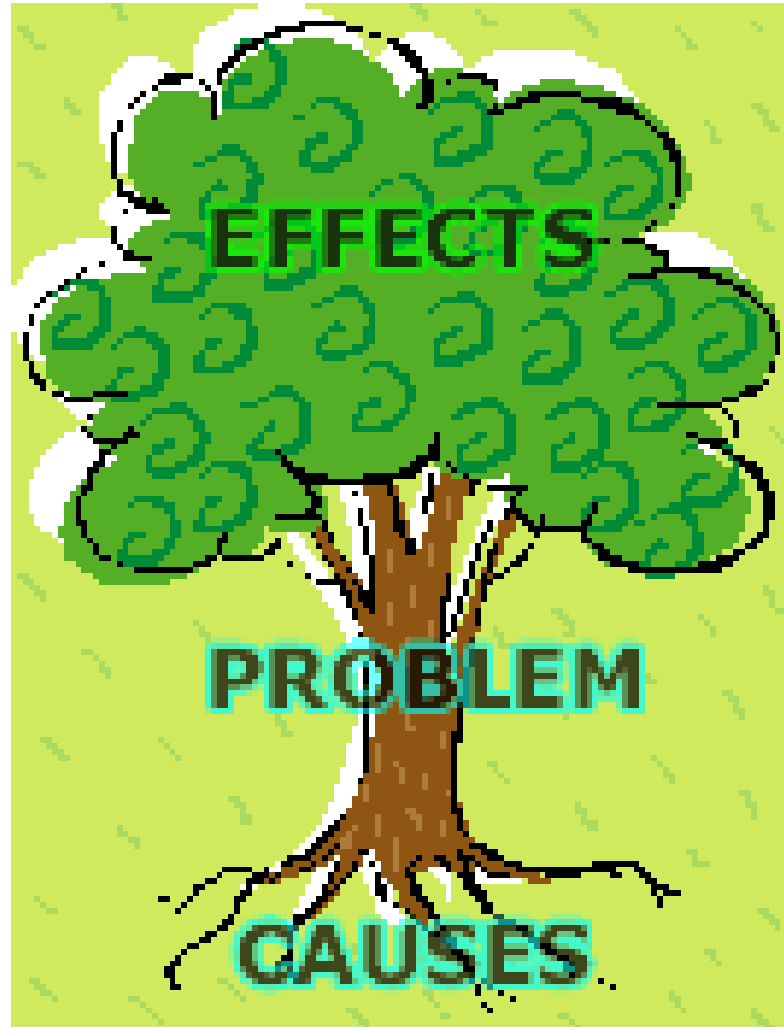
10 reasons why we should

1. Clarify objectives and determine strategies
2. Assess impacts
3. Show accountability
4. Gain support
5. Grant forms!
6. Identify examples that will move the program forward



8. Set a good example, and show dedication and innovation
9. Learn from mistakes/research
10. Self motivation!

The Problem Tree



The assumption trap

➤ Why did they de-flea the dog?

Person A: Has a flea allergy

Person B: Has visitors arriving

Person C: Dog has flea allergy

Person D: Loves hygiene

Person E: Hates a scratchy dog



Before you start - Research



What's the plan?

Need to know from the start:

- ✓ Baselines
- ✓ Desk based stage
- ✓ Focus groups
- ✓ Participatory research
- ✓ KAP assessments:

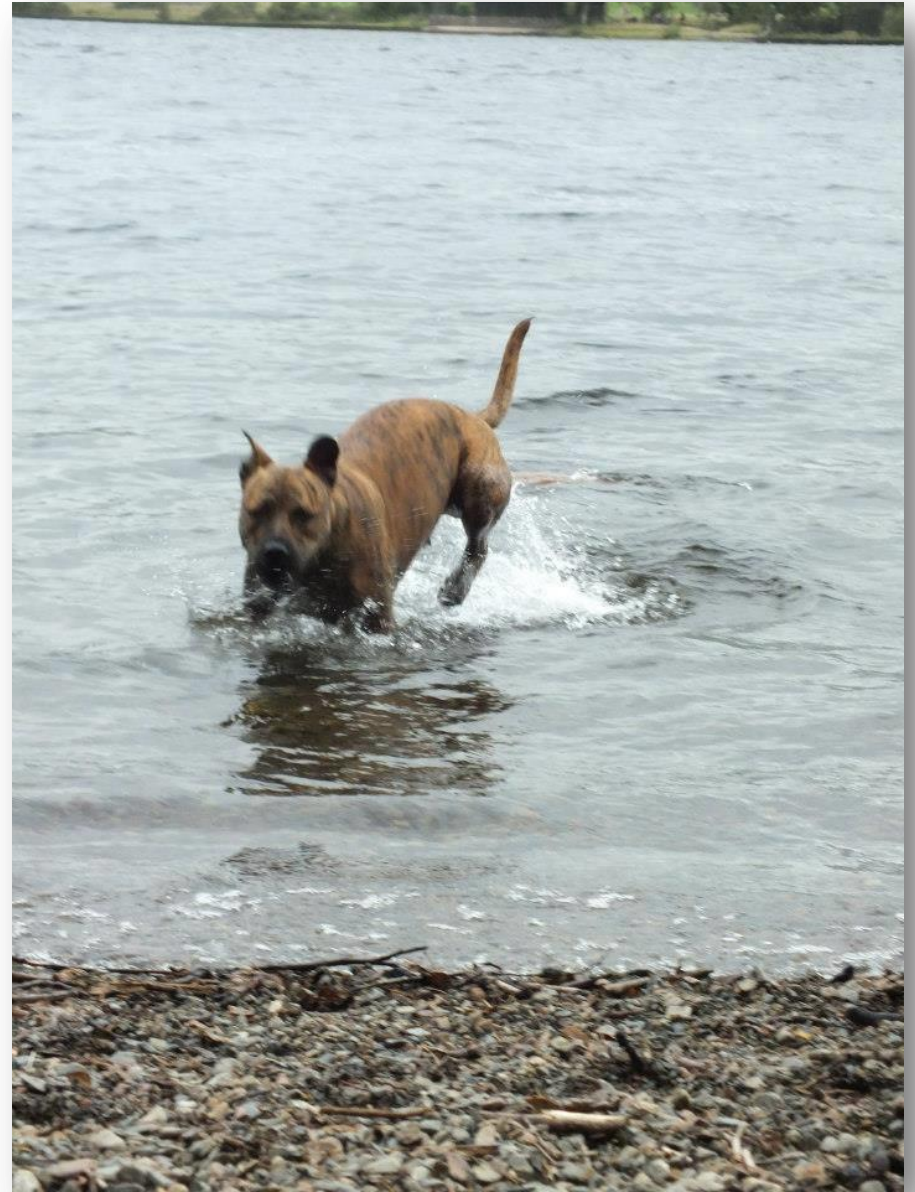
Knowledge Attitude Practices

- ✓ Positive deviants/Bright spots

What should be on your dashboard?

What to evaluate?

1. **Outputs – measure & report on activities and products**
2. **Outcomes – short, medium & long-term outcomes.**



What are indicators?

Statements you select that describe how you know that your aims are being achieved.

Make them as SMART as possible.



Tools

- ✓ KAP analysis
- ✓ Most Significant Change
- ✓ Questionnaires
- ✓ Participatory activities
- ✓ Semi-structured or structured interviews



Which aspects of an education program can be measured? – KAP analysis

Knowledge – What do they know?

Attitudes – What do they think & feel?

Behaviour/practice – What do they do?

**Before AND
After**



Measuring behaviour change

- Input-based indicators
- Animal-based indicators
- Data about the community activities
- Community-based monitoring
- Stories and anecdotes - MSC
- Exercises about changing attitudes, knowledge, etc.
- Change at community level



Tools for information capture

Data collection?

- Use a variety of methods
- Unbiased results
- Strengthens proof
- Results are not always what is expected!



Tests: Easy & efficient, but intimidating for audience, cheating is possible & limited by context.

Interviews: Good KAP assessment, but time consuming and need coding.

Feedback: Can be biased, requires systematic approach.

Questionnaires: Informed consent; Choose questions carefully; Requires careful planning & testing.

Participatory work: *“Tell me and I forget, show me and I remember, involve me and I truly understand”*

“Tell me and I forget, show me and I remember, involve me and I truly understand”

We remember:

10 % of what we read

20 % of what we hear

30 % of what we see

50 % of what we see and hear

80 % of what we say

and **90 % of what we say and do.**

(Chambers, 2002)



Chambers, R., 2002. *Participatory workshops: a sourcebook of 21 sets of ideas and activities.* Earthscan.

Most Significant Change - MSC



Why the demand for stories?



Lucy's story:
a second
chance at life

What's the difference with MSC?

Still collecting engaging stories but framed by
change you want to make

Implementing MSC

1. Raise interest
2. Define domains
3. Define reporting period
4. Collect SC stories
5. Select the most significant change
6. Feedback on selection



7. Verify change; true and sustained
8. Quantify within story and number of stories reflecting the same change
9. Secondary analysis; themes/ patterns across all stories
10. Review and revise the system

Why might MSC be beneficial?

- ✓ Can identify unexpected changes – especially if include ‘other’ domain
 - ✓ Opportunity to identify and refine values of all stakeholders and conceptualise ‘impact’
 - ✓ Encourages analysis instead of just collection
- ✓ Participatory approach which requires no special professional skills
- ✓ Rich picture of both need and success – good for fundraisers
- ✓ Supporters get an accurate picture of what we really do
- ✓ Motivating for programme implementers to describe these stories within the concept of M&E



What if it doesn't work?

If follow-up data does not indicate long-term success, have you failed?

Use it as a learning process

Encourage feedback

Look at the results - what is working and what needs tweaking?

Do you need to reconsider the objectives?



Last slide!

- ❖ Planning, Monitoring and Evaluation is essential for any program
 - ❖ Any M&E is better than none - just try!
 - ❖ Utilize the community of like-minded people
 - ❖ Slow progress is still progress
- ❖ Maintain long-term vision and embrace small steps
 - ❖ Keep it up, do your follow-up
 - ❖ Anyone can do it!

