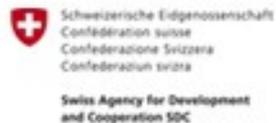




**“It is as if God himself come down
...and provided this training.”**
Impact evaluation data on REPSSI’s
community mobilization resource

**Lisa Langhaug, Awol Nurhusein, Azeb
Adefrsew, Lucy Steinitz**
Regional PSS Forum, Nairobi Kenya
29-31 October 2013



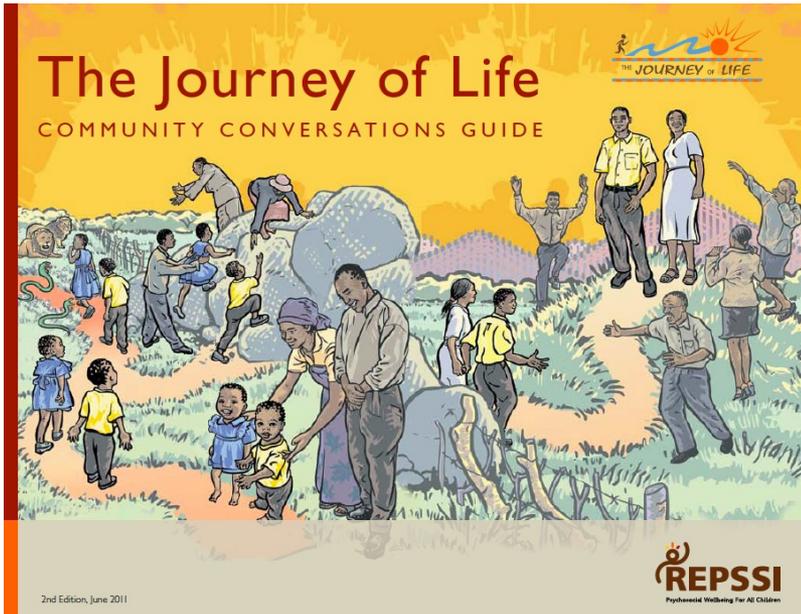
Background (1)

- **Previous strategic plan, REPSSI's focus was to 'spread the word'**
 - developed a large number of resources and tools
 - **Community mobilization**
 - **Narrative approach**
- **Trained CBOs, NGOs, FBOs, government workers**
- **Reached around 5 million children**
- **Turning our attention to looking more specifically at our impact**

Background (2)

- **Pact Ethiopia**
- **Started Yekokeb Berhan programme**
 - To reach 500,000 highly vulnerable children per year
 - Over five years
 - Part of their Foundation Training included *Journey of Life*
- **REPSSI and Pact Ethiopia collaborate on data collection around Journey of Life**

Reppi's journey of life



Community mobilization tool

Fosters opportunity for community members to become aware of vulnerable children's needs

Core messages

- Focus on children's strengths/resilience
- Mobilize communities to accept that everyone has a role to play
- Action does not necessarily require funds
- Journey of Life workshop is first step in a long term

Methods

- **Pact Ethiopia works through Implementing Partners**
- **Community Committees (CCs)**
 - Established group at lowest administrative level of Ethiopian government structure
- **Volunteers who identify vulnerable households**
- **Community Committee members trained in Journey of Life**

methods

▪ **May 2012**

- Selected 7 Implementing Partners to follow over time
- Identified Community Committees
- Trained Implementing Partner staff in data collection

▪ **September - November 2012**

- **Conducted baseline & initial follow-up with 14 Community Committees**
- **Quantitative questionnaire before and after Journey of Life Awareness Workshop**

▪ **June 2013**

- Conducted follow-up survey
- Conducted focus group discussions
- **Community Committee members**
- **Volunteers**

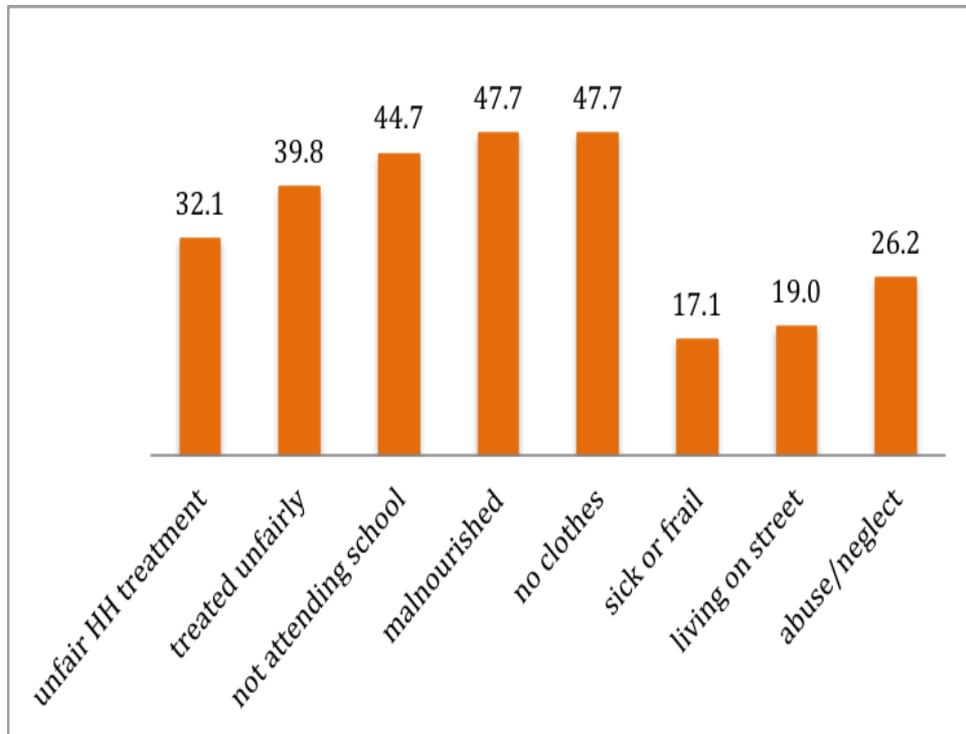
Results: Community Committee profile

■ Demographics

- Almost equally split across gender
- **Males=46%; Females=54%**
- 60% were 40 years or less
- Residential longevity
- **80% had lived in the community for 5 or more years**
- Familiar with OVC
- **80% had raised an orphan**
 - Similar to their community – 70% reported 1-3 households also had OVC

Results: status of vulnerable children

- Think about a child you are concerned about:



73% reported having been able to assist the child

results: change in reaction to scenarios

- **In the first scenario, they find a child who is poorly dressed and crying.**
- **Response options:**
 - You walk on because, while you feel sorry for this child, you do not know her and you do not know what to do that might help.
 - You stop and ask her why she is crying and try to make her feel better
 - You ask her about her family and then you go and talk to her parents or caregivers
- **Of the 50 who reported stopping and talking initially, 20 (40%) reported they would reach out to family**

Looking at your own journey... and then sharing it

- **Helps you see that others have also led difficult lives**
- **See it as an effective and empowering tool**
 - ***“First we changed ourselves. We owned the children and their problems.”***
 - ***“Is it dry or wet wood that breaks when you step on it? We are now more sensitive to the problems faced by vulnerable children and families due to the Journey of Life training we received.”***
 - ***“We learned that if there is collaboration among community members there is nothing that can’t be achieved.”***
- *Amharic saying : “If yarn is folded many times it becomes so strong that it can tie up a lion.”*

Importance of action plan



Journey of Life Workshop only the first step

- Need to conclude with an Action Plan led by group
- Where action plans were developed
- **Community group could give more concrete examples of changes that had taken place**

Where action plans were **not** present

- Statements reflected future intent
- “We will be going into the community now...”

continuity

■ **Community Committees**

- Government members, more transient
- Long term members

■ **Committees with high rate of turnover**

- New members had no Journey of Life training
- Discussions had less depth

Awareness raising = action

- **After the workshop, they became engaged in the work of the volunteers.**
 - Use this technique to get others to talk about themselves
 - **No more checklist approach**
 - Actively following up on work of volunteers
 - Engaging with situations they encountered directly

- **Woman houses mother and her five children running away from domestic violence**
 - Finds them a home
 - Mobilizes community to each provide her with a bit of food

“Seeing with new eyes” & acting on what is seen

- **Child in a wheelchair being kept at home**
 - CC member realizes that this situation is not healthy
 - CC member acts – talks to family
 - **Child now out playing**
 - **Child is a shop assistant**

- **Elderly CC member encounters 2 girls on side of a highway**
 - Crying, looking lost
 - Stops and asks them about their situation
 - Learns they have been sent to the city to work
 - Takes them home with him
 - Engages the gov’t administration to alert parents and sends them home

CC share Journey of Life with others

- **Ask volunteers to identify households where they think Journey of Life would be helpful.**
 - Ran a session with them (n=20)

- **Grandmother, caring for grandchildren: 9 yrs and 2 yrs**
 - Does not allow 9 yr old to attend school – has to look after 2 yr old
 - Following Journey of Life
 - **Attends school, her grades improve, she alerts them when she will miss school**
 - “She prepares food for us – it is ready when we come home from school. So we respect her more now.”

summary

- **Power of Journey of Life impact lies in diverse ways it affects people's lives**
- **To be effective, requires significant follow up coaching, and support.**
 - Journey of Life workshop not sustained
 - Development of Action Plan is critical last step in Journey of Life Awareness Workshop
 - Community must have geographic proximity to be effective

Thank You AMASAGANEHLO!

