

Outcome Harvesting + Attitude Change for Grassroots Interreligious Peacebuilding



Photo by Peace Catalyst International

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2 Pilot Evaluations: Similar Programs – Different Contexts



in Minya, Egypt:

The Barah Initiative brings together young people, across faiths, to learn, engage and work collaboratively in order to contribute to peacebuilding in the community and at different levels of society.



9 cities in the USA:

The Seek the Peace Partnership is a national network of Christian-Muslim teams learning together and working locally to create safe, just, and vibrant cities across the USA.

Why Outcome Harvesting? because OH is 'goal free'

The programs
are not 'log-
framey'

Sample ToC: 'If
individuals are nurtured,
equipped and connected
with each other, with
other peacebuilders and
with sectoral experts then
they will drive peace
efforts ...'

Complex
contexts

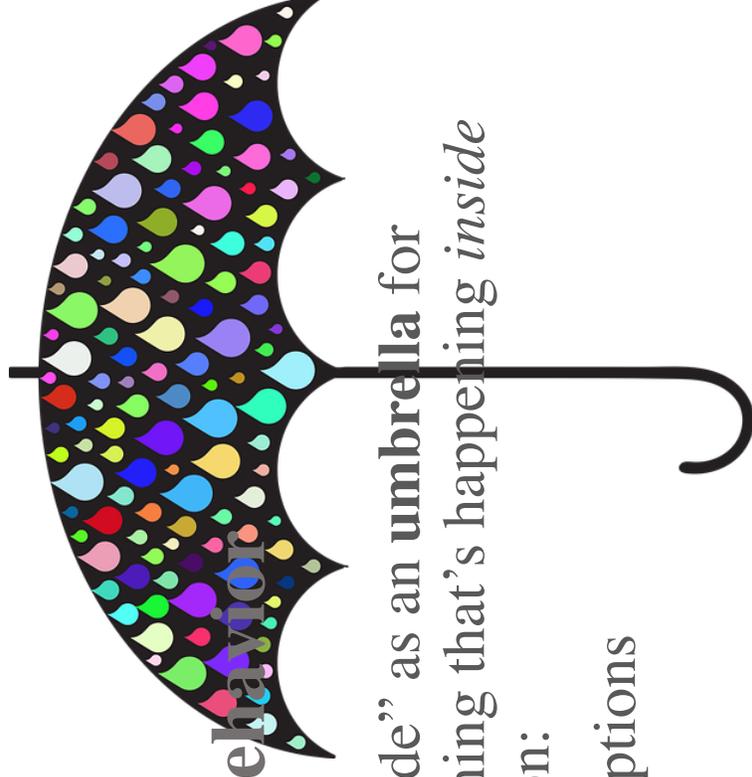
Faith-based
practitioner
cultures value
emergence over
detailed planning

OH provides: Flexibility to identify
and substantiate observable changes
in behavior/action *after* they occur

Why + Attitude Change?

because OH looks only at action/behavior

- **Objectively**, attitudes matter in inter-religious peacebuilding (and in any context of identity-based conflict).
- **Subjectively**, attitudes matter to faith-based practitioners. Evaluation must be relevant to their worldview.

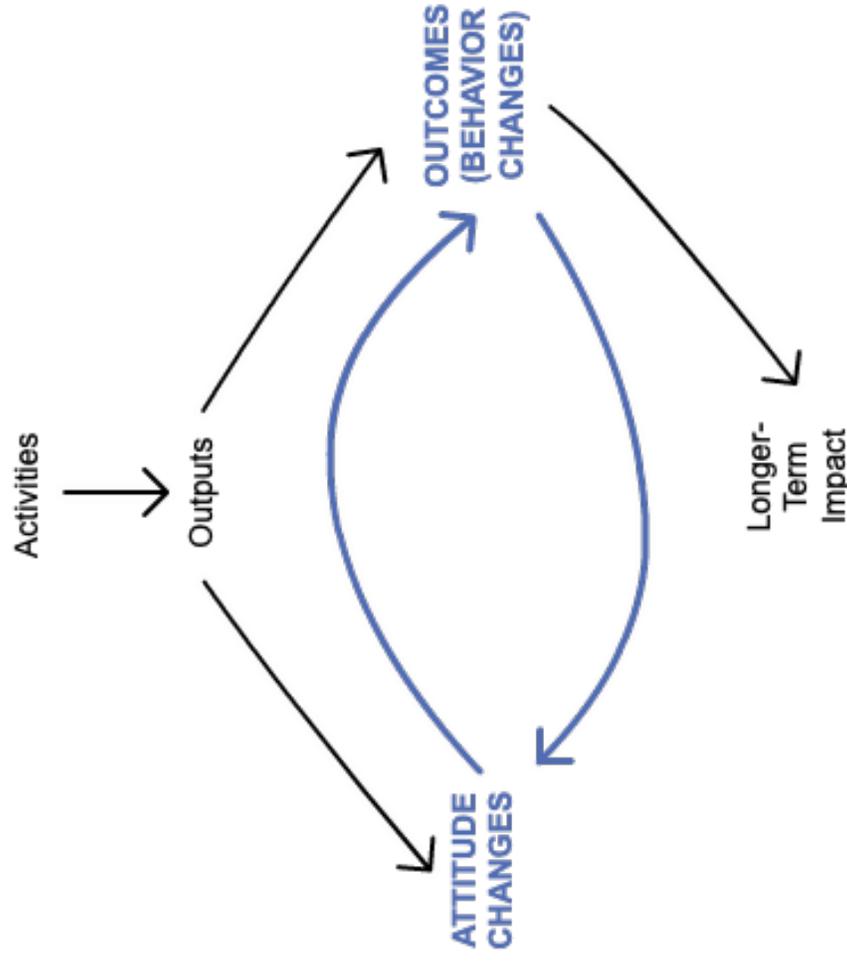


“Attitude” as an umbrella for everything that’s happening *inside* a person:

- Perceptions
- Fears
- Knowledge
- Beliefs
- Etc.

Conceptualizing Results

Results



Lesson #1: How to Ask the Right Question

“Outcome” is unclear at grassroots. Say what you mean: “behavior change.”

Asking about behavior without attitude does not resonate with many faith-based practitioners.

So we ask practitioners – in person and via surveys –
What changes in behavior or attitude have you observed during this project?

It is the evaluator’s responsibility to distinguish attitude from behavior.

Lesson #2: How to Organize the Data

	Observable Change	Contribution of Barah Initiative	Significance	Substantiated by:	Linked Attitude Changes
1	<p>A Muslim male youth participant visited a Christian church and shared a few words during the Sunday service.</p> <p>Yellow = behaviour change Blue = attitude change</p>	<p>Barah give him safe space to express his views, which helped him develop more confidence.</p>	<p>In this context, it is very unusual for a Muslim to visit a church, let alone speak during the service. (However, this particular priest is committed to peace and does invite Muslim youth to participate).</p>	<p>Priest, other youth participants, self.</p>	<p>Confidence. Before Barah, he felt like a passive member of society and just “let life sort of happen to him.” Now, he has confidence to take risks to contribute to peace.</p>
2					

Lesson #3: How to 'Substantiate'

Substantiate behavior changes through **key informant interviews**.

-> No to mainstream OH emails if participants are unfamiliar with NGO eval culture! However do provide each interviewee with a multiple-choice substantiation form.

You can't 'substantiate' the attitude change component...

-> ...but you can triangulate it against the behavior change – which helps to mitigate social desirability bias – and against other available data.

Moving Forward

1. Currently working on the challenge of how best to process high volumes of similar micro-outcomes.

2. When/how to make attitude change component more rigorous?

- Coding and analyzing substantiation interviews (for depth)

- Better using surveys to gauge scope of change (for breadth & tracking)

- Process diagrams and/or process tracing

3. How to scale up for application to bigger programs?

Coming 2020 @ Tearfund!
Outcome Harvesting +
Attitude Change
Toolkit