



Rapid Assessment of Awareness- Raising Sessions

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Acronyms List

CBO	Community Based Organization
CLA	Collaboration, Learning and Adapting
FY	Fiscal Year
JRF	Jordan River Foundation
M&E	Monitoring and Evaluation
MEL	Monitoring, Evaluation and Learning
RSS	Royal Scientific Society
RWHS	Rain Water Harvesting Systems
WIT	Water Innovation Technologies
WST/D	Water-Saving Technologies and/or Devices

Background

In September 2019, interviews were conducted with a sample of Heads of CBOs to collect general feedback on the awareness-raising sessions they implemented, which target community members to enhance their knowledge on the water issue in Jordan, and the solutions that exist in response to this issue. The findings of those interviews proved to be highly informative, and made the case for a more comprehensive assessment to unravel more findings that could supplement decision-making in future programming.

Introduction

This report summarizes the key results of a rapid assessment conducted to assess the implementation and effectiveness of awareness-raising sessions during the past fiscal year, through the consultation of the CBO and Youth Center staff who facilitated the sessions, as well as the community members who participated in them. The results attained can provide valuable insights when designing the implementation plan for the new fiscal year of 2020, and will serve as a record of WIT's efforts to collaborate with market actors, learn from their insights, and adapt accordingly.

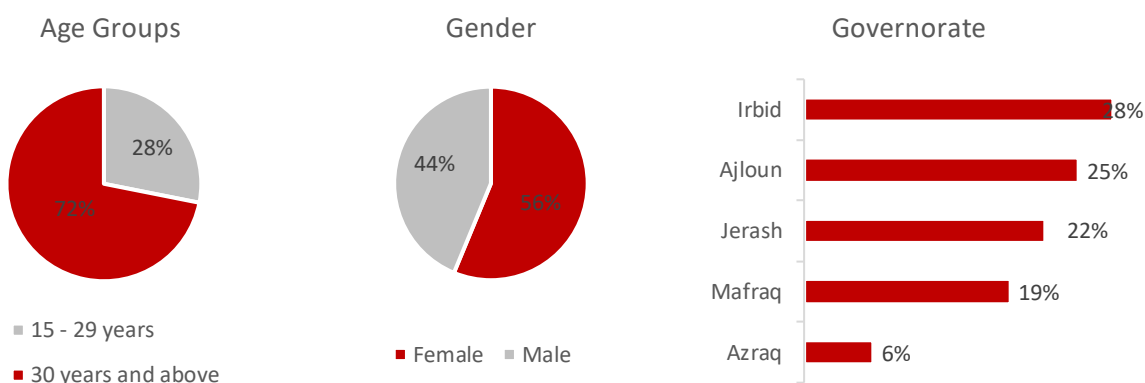


Figure 1: An awareness-raising session in progress.

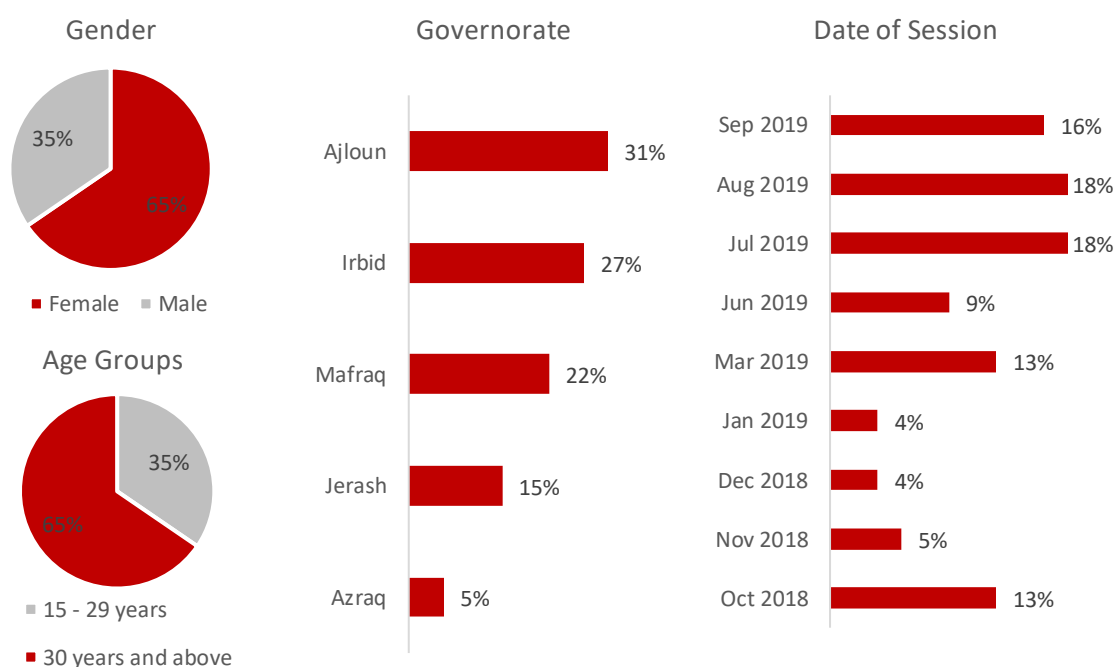
Methodology

Phone interviews were conducted with a total of 32 CBO and Youth Center staff and 55 participants. Two surveys were developed, featuring a combination of multiple choice and open-ended questions. Data collection was undertaken during 9 – 10 October 2019 by the WIT MEL team, WIT Households team, and the JRF M&E team. The demographic profiles are below, noting that in FY19, 74.4% of participants at awareness-raising sessions were women, and hence, the participants sample had a higher female representation than males at 65%.

Demographic Profile of Facilitators



Demographic Profile of Participants



Results

The main data generated from the phone interviews is summarized below. Percentages quoted are followed by the corresponding number of respondents in brackets.

1. CBO and Youth Center Staff (Facilitators)

Facilitators were asked about several aspects of the presentation. The overwhelming majority of 93.8% [30] thought the **flow of topics** in the presentation was logical, with many commenting that each topic paved the way and set the scene for the next one. Although 6.3% [2] thought the flow needed improvement, it is worth noting that the reasons given by these facilitators were in fact related to the *content* of some topics, rather than their flow. Hence, it can be said that no responses recorded requested any amendments to be made to the flow of topics in the presentation.

Furthermore, facilitators were asked whether the **number of topics** in the presentation was appropriate in terms of the participants' ability to understand and retain the information introduced. To this, 56.2% [18] answered positively, while the remaining 43.8% [14] thought the number of topics was too large. However, and similar to the case above, most of the latter group did not make any recommendations to reduce the number of topics, but rather to reduce the amount of *detail* in certain topics so as to make the overall content of the sessions more digestible and comprehensible by the participants within the short timeframe of the sessions.

With regards to the **content of the presentation**, facilitators were asked what, if anything, could be adapted or omitted entirely to improve the presentation. Overall, 78.1% [25] made suggestions for amendments or omissions, while the remaining 21.9% [7] thought the presentation was good as is. These suggestions were categorized, quantified and illustrated in Charts 1 and 2 below.

CHART 1: SUGGESTED AMENDMENTS TO PRESENTATION

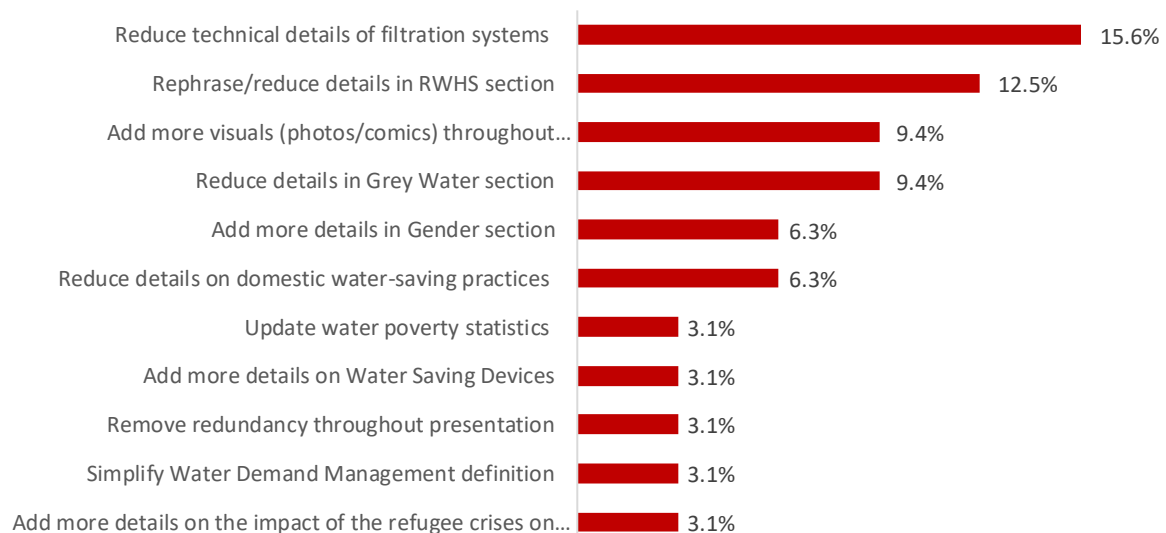
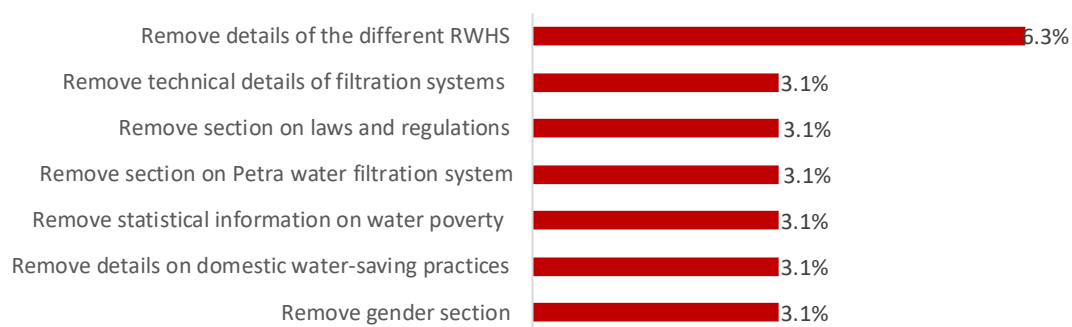


CHART 2: SUGGESTED OMISSIONS FROM PRESENTATION



Facilitators were asked, from their observations, about the topics that participants engaged with the most and the least during the sessions. Their responses were categorized, quantified and illustrated in Charts 3 and 4 below, noting that there are topics that received high levels of engagement at some CBOs or Youth Centers but low levels of engagement at others. This is expected, because engagement depends on the skills of the facilitator and the interests and backgrounds of the target audience at any particular session.

CHART 3: TOPICS THAT PARTICIPANTS ENGAGED MOST WITH

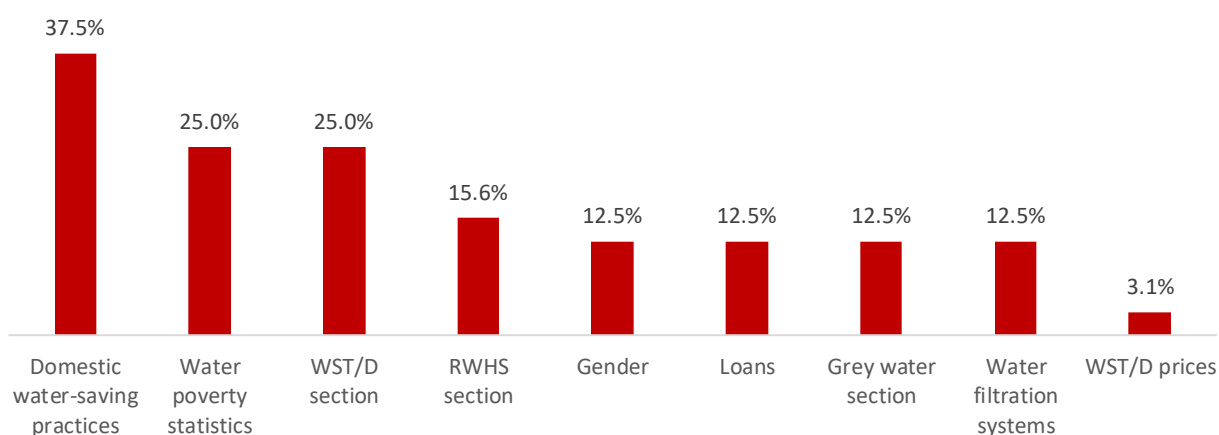
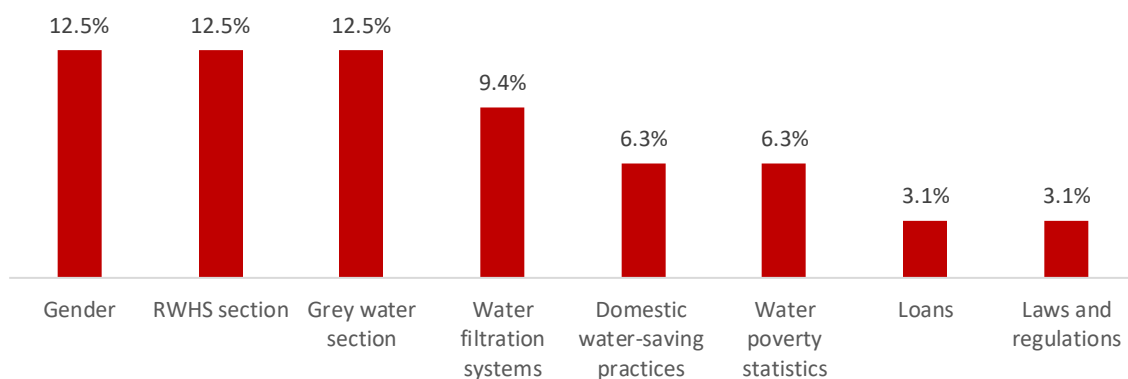


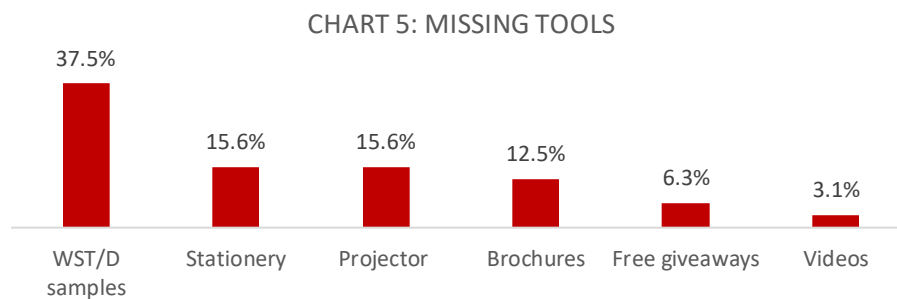
CHART 4: TOPICS THAT PARTICIPANTS ENGAGED LEAST WITH



Furthermore, when facilitators were asked whether they faced challenges in explaining specific technical terms or concepts to participants, the majority of 71.9% [23] reported that they did not¹.

Facilitators were also asked about other aspects related to the implementation of the sessions. Regarding the **length of the sessions**, 53.6% [8] reported it to be “appropriate”, while 40.6% [13] and 3.1% [1] found the sessions to be “too short” and “too long”, respectively².

Half of the facilitators reported that they had all the **tools needed** to facilitate the sessions, while the other half reported they were missing one or more tools, as detailed in Chart 5 below.



Regarding the **pre-post assessments**, 53.1% [17] thought the number of questions was “too big”, while 46.9% [15] thought the number was “acceptable”. The former group often cited that the number of questions became a pronounced issue at sessions with participants who were illiterate and/or older in age.

Facilitators were asked for recommendations, suggestions and/or comments on the sessions. The **recommendations** received from facilitators to improve the sessions were to:

- Add a section on WST/Ds for farms for participants who own farms and are interested in adopting WST/Ds in their farms
- Distribute transportation fee reimbursements to participants
- Revise and simplify pre-post assessment questions
- Offer CBOs and Youth Centers clearer information on location of WST/D retailers
- Increase the financial incentive for facilitators
- Increase the number of sessions and target more age groups
- Hold awareness sessions on Saturdays
- Hold separate sessions on Gender
- Hold awareness sessions at schools and universities
- Allow facilitators some flexibility in deviating from the presentation content to better cater the sessions to the interests and sociocultural backgrounds of the participants in each area
- Hold more in-depth trainings for facilitators on water-related topics

¹ During data collection, it was observed that facilitators responded to this question as though it was an assessment of their personal capacity to deliver the sessions, when in fact the question intended to investigate what aspects of the presentation were most impractical to work with. Hence, the responses recorded are likely to possess a certain margin of error due to bias in self-assessment and self-reporting. Note was taken to ensure future surveys are better designed to avoid or minimize the likelihood of such errors.

² During data collection, it was noted that the duration of the sessions varied from entity to entity, where the reported range was from 1 hour to 2 hours 15 minutes.

Additionally, the **general remarks** received from facilitators, which may need following up from WIT's side, were:

- Food arrives too early and gets cold by lunch time³
- Choice of lunch meals is not suitable⁴
- Other CBOs are interested in joining the project⁵

2. Participants

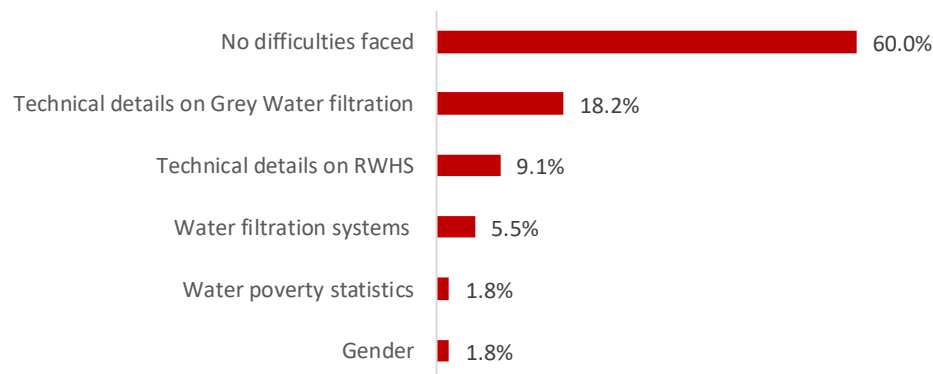
Participants were asked to rate the **performance of the facilitators** in terms of their ability to explain and discuss the topics introduced in the sessions ⁶. The overwhelming majority of 90.9% [50] reported the performance to be “good”, while the remaining 9.1% [5] reported it to be “average”.

When asked about the **length of the sessions**, 90.9% [50] found it to be “appropriate”, while 5.5% [3] and 3.6% [2] were split between finding the sessions either “too short” or “too long”, respectively. All participants thought the **timing of the sessions** was “appropriate”.

Participants were asked whether they faced any **difficulties in understanding** the technical terms and concepts discussed in the sessions. The overwhelming majority of 92.7% [51] answered that they did not, while a mere 7.3% [4] did face difficulties which they all attributed to their educational backgrounds. Despite these findings, about a quarter of participants interviewed (25.5% [14]) thought the **number of topics** discussed in the sessions was too large.

Participants were also asked about the topics they found most difficult to understand. Their responses were categorized, quantified and illustrated in Chart 6 below. Interestingly, no trend was observed among the participants that reported finding difficulties in understanding topics versus those who reported not finding any⁷.

CHART 6: TOPICS THAT PARTICIPANTS FOUND DIFFICULT



³ Received from مركز شابات جرش

⁴ Received from جمعية تنمية الخير – اربد

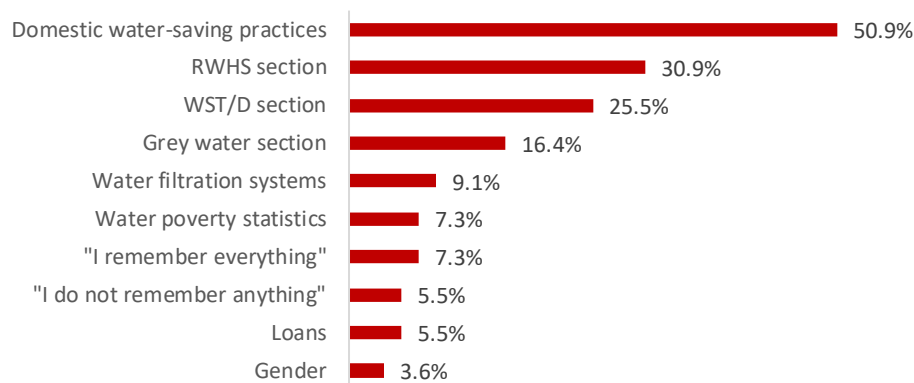
⁵ Received from مركز شباب كفرنجة – عجلون

⁶ On a rating scale of “Good: facilitator could explain and discuss most topics well – Average: facilitator could explain and discuss some topics well – Below average: facilitator could not explain or discuss most topics well”.

⁷ Parameters used to assess the presence of a trend were the date of attending the session and the entity the session was held at. Participants from both categories had attended older and more recent sessions, at CBOs or Youth Centers in all locations.

On another note, and to get a sense of the extent of **information retention** by participants post sessions, participants were asked what topics from the sessions they could recall best. Their responses were categorized, quantified and illustrated in Chart 7 below. Similar to the case above, no trend, regardless of the time elapsed since attending the session, was observed among the participants that reported they could not remember anything⁸.

CHART 7: TOPICS PARTICIPANTS RECALLED BEST



To assess the effectiveness of the sessions in achieving their intended purpose, participants were asked whether they **adopted** water-saving technologies, devices and/or practices after attending the session. To this, 52.7% [29] reported implementing water-saving practices in their homes⁹, and 56.4% [31] reported purchasing and installing water-saving technologies or devices (WST/Ds)¹⁰, as illustrated in Charts 8 and 9 below.

CHART 8: ADOPTIONS OF PRACTICES

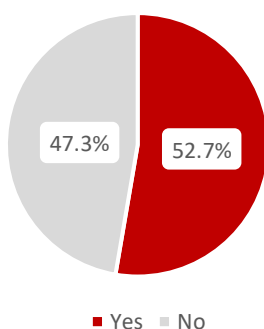
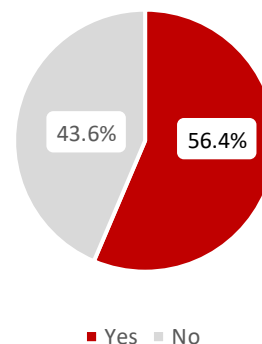


CHART 9: ADOPTIONS OF TECHNOLOGIES / DEVICES



⁸ Parameters used to assess the presence of a trend were the date of attending the session and the entity the session was held at. In this case, the specific parameters were: July 2019 / جمعية كفر رحنا / October 2018 / جمعية سيدات أم اللولو / September 2019 / جمعية شباب المزار الشمالي.

⁹ Participants who reported they were already implementing water-saving practices before the session were not counted.

¹⁰ Many participants reported adopting more than one technology or device, hence, the reported 56.4% only indicates the number of participants who adopted, *not* the number of adoptions.

The most recurring reasons cited for not purchasing WST/Ds were the dire financial situation limiting the disposable income of households, the perceived high cost of the WST/Ds, and the lack of information on where they are available.

Participants were asked for recommendations, suggestions and/or comments on the sessions. The **recommendations** received from participants to improve the sessions were to:

- Hold similar sessions more frequently
- Showcase samples of WST/Ds during the sessions
- Target school-aged children
- Provide transportation fee reimbursements for participants
- Provide short breaks when transitioning from one topic to another during the session
- Hold sessions on weekends
- Conduct sessions in a more interactive, workshop-style manner
- Hold separate sessions for the water topics and the gender topics
- Extend the duration of the sessions / hold the sessions over two days
- Maintain more communication between the CBOs and the participants post session
- Hold sessions in more locations so that participants do not have to commute from distant locations to attend
- Hold field visits for participants to sites that have installed WST/Ds
- Offer the WST/Ds to participants at a discounted price
- Distribute free samples of WST/Ds for participants
- Touch on the topic of water pollution in the sessions

Additionally, the **general remarks** received from participants, which may need following up from WIT's side, were:

- Some female participants brought their infants/toddlers along which disrupted the sessions and caused annoyance to other participants¹¹
- Treatment of participants by CBO staff was not great¹²

¹¹ Received from a participant that attended a session at مركز شابات الرمثا - اريد

¹² Received from a participant that attended a session at جمعية درب الصفصاف - جرش

Analysis of Results

The results of the assessment were analyzed, and the most substantial learning points which directly relate to the purpose of this assessment are summarized below:

1. **Awareness-raising sessions are fit-for-purpose.** Knowledge-centered activities are based off the assumptions that: (a) awareness-raising sessions are an effective tool for increasing the knowledge of community members, and (b) if the knowledge of community members is increased, they will adopt water-saving technologies, devices and practices. This assessment challenged these two assumptions, and its results verified their validity – with 52.7% and 56.4% of participants adopting water saving practices and technologies/devices, respectively, as a direct result of attending the sessions. With this validation, the implementation of awareness-raising sessions in FY20 should take a natural step forward towards seeking more methods of capturing the adoptions resulting from the sessions, with the confidence that there are plenty of adoptions materializing.
2. **When it comes to details, less is more.** About a quarter of the participants and slightly less than half of the facilitators agreed that the number of topics discussed in the sessions was too large. However, it was also noted that most recommendations made related to reducing the amount of details in some topics, as opposed to deleting topics in their entirety. These findings align with the amendments made by JRF and RSS to the presentation on 25 September 2019, whereby technical details were removed from several topics – in fact, the majority of amendments and omissions made by JRF and RSS were also explicitly recommended by facilitators, and addressed most of the challenges participants experienced with the content of the sessions.
3. **Participant disengagement may not necessarily mean information loss.** Although one might assume that topics which receive the most engagement from participants during sessions are those that will most likely be remembered after the sessions, results show that this may not necessarily be the case. With the exception of domestic water-saving practices, there was no crisp correlation between the topics that facilitators reported had received the most engagement and sparked the most discussions, and the topics that participants seemed to recall at the time of the interviews. Similar conclusions were reached when comparing the topics that were reported by facilitators to have received the least engagement with those that were reported by participants to be difficult to understand. This gives some reassurance that even highly technical topics in the presentation can be retained and recalled by participants to an acceptable extent.
4. **Recognize the signs of ownership.** When facilitators were asked to evaluate the duration of awareness-raising sessions, it became apparent that CBOs and Youth Centers held the sessions for different durations. After further inquiry, the reason for this was that CBOs and Youth Centers knew the local communities they worked with very well, and so they omitted, condensed, added or rephrased aspects of the presentation depending on the interests, sociocultural backgrounds and educational levels of the participants they targeted on any given day. This may be regarded as an indication that CBOs and Youth Centers are showing ownership over the sessions – in other words, they have become more active market actors who are achieving a more sustainable impact by overcoming the knowledge barrier in the best possible means within the markets they operate in.

Moving Forward

The results of this rapid assessment offer, more than anything, the reassurance and confidence that the key assumptions concerned with awareness-raising activities are in fact valid and substantiated by evidence from the field. Moving forward, the following recommendations are suggested:

1. Implementation in FY20 should proceed with more emphasis and effort directed towards finding more methods to capture the adoptions of water-saving technologies, devices and practices by community members as a result of participating in awareness-raising sessions. This could mean tracking WST/Ds sales from sources other than retailers or suppliers, or even using participant feedback to identify other WST/Ds from non-WIT partners that are on the market.
2. Action must be taken to also address the feedback received several times before from facilitators in particular, such as requests to provide missing presentation tools and to make the WST/Ds available at the CBOs and Youth Centers.