



## MID TERM EVALUATION OF *THE TEAM* IN KENYA

As a response to the effects of the post-election violence in Kenya in December 2007, Search for Common Ground (SFCG) and Media Focus on Africa (MFA) developed and produced a TV and radio drama, *The Team* – an episodic series which asks a central question: can Kenyans find ways to put the past behind them in order to have a better future? The series presents a microcosm of Kenyan society in which members of a fictional football team, who come from different ethnic groups and social classes, are challenged to overcome their fears and biases so that they can see one another as individuals not as members of “the other.” The central metaphor for the players – and for Kenya – is: If they do not cooperate, they will not score goals, and they will lose. The series sends a strong message that the sins of the past cannot be rectified by retributive violence today.

This report summarizes the key findings from the mid-term evaluation of *The Team* in Kenya, as conducted by the University of Peace under the direction of Dr. Amr Abdalla.

## THE TEAM IS REACHING A MASS AUDIENCE

- *The Team* was consistently rated among the ten most popular shows in Kenya with a viewership of 2.8 million, which translates to a 25 ratings share.
- In addition, the episodes on radio Jambo had a listenership of 270,000 Kenyans. Young males (15-35) the target demographic, represented the largest single listener group.<sup>1</sup>
- 73% of respondents reported that they watched or listened to *The Team* (39% of respondents reported that they watched all thirteen episodes of the first season).

## THE TEAM IS CHANGING ATTITUDES & THE CONFLICT DYNAMICS

- Survey participants were able to identify tribalism/tribal differences as a main issue addressed in *The Team*.
- 64% of respondents said that these issues affected them ‘very much’ (64.2%).
- 98% of respondents said that *The Team* was effective in addressing these issues. 29% stated that *The Team* was ‘very effective’ in the way that issues were addressed (29.2%). It was found that the series is effective because it resonates deeply with aspects of daily life in Kenya; stimulates learning and reflection, and changes viewpoints on certain issues; provides knowledge of how to solve some of the problems addressed; triggers subsequent movements, particularly among youth; and is effective in reaching a wide population.
- As an integral part of the project, Mobile cinema screenings were used to trigger discussions that have inspired citizens to take positive action. Participants reported that:
  - ✦ They are more open and accepting of others, particularly from other tribes;
  - ✦ The screenings and subsequent discussions helped them develop individual confidence and self-discipline and learn how to accept responsibility for their own actions;
  - ✦ The series reached a wide spectrum of people in remote areas without access to television.

Here are some reactions from radio listeners of *The Team* (sent via SMS):

*‘In addition to making me laugh, making me happy, and entertaining me, the show also educates me. I shouldn’t get involved with tribalism.’*

<sup>1</sup> Synovate. Television and Radio Programmes Analysis. 12/1/2010

*'I really enjoy the show. It teaches me to live in love and peace with all, without putting too many thoughts to their tribes.'*

## THE TEAM IS CHANGING LIVES!

The objectives of **The Team** focused on affecting change among and between citizens, civil society organizations and government agencies with regards to governance and the rule of law. The evaluation identified several cases where citizens demonstrated how they changed and/or transformed their actions and behaviors as a result of, or with the contribution of **The Team**.

The following are two examples of such cases of action and transformation at different levels of society:

Individual Transformation	Institutional Transformation
<p>Hassan Sheer is a youth who had participated in post-election violence during 2007-2008. Influenced by his peers and caught up in the moment, he had organized the looting of his neighbor's businesses. He felt remorseful after the fact and wanted to apologize to his neighbors; however at the same time, he did not have the confidence to do so and was fearful of being victimized. He began to withdraw from the other youth in the community and fell into a depression. The mobile cinema screenings provided him the safe space to share his experience with other participants. Through the screenings, he worked up the courage to confess and apologize to his neighbors. Initially they did not receive his apology well, however with persistence, he eventually asked for forgiveness, and thankfully, they granted it. He claims that <b>The Team's</b> programming changed his life, and his neighbors commented that they wished they would have had the opportunity to participate in the mobile screenings.</p>	<p>The Legal Resource Foundation (LRF) is an independent, Kenyan-based human rights organization. The coordinator of the LRF attended the mobile cinema screening of <b>The Team</b> drama and was very impressed by the approach the show takes on addressing the issues affecting the common Kenyan citizen. The coordinator was subsequently inspired to implement a similar LRF project that focused on sensitizing the public on their rights and using alternative ways to resolve conflict. To date, the LRF has trained two paralegal and five peer educators on the issues addressed in <b>The Team</b>. They are planning to conduct counseling sessions a few hours before the mobile screening sessions with the aims of attracting more youths and reaching a greater audience. The organization also plans to take <b>The Team</b> drama to different locations in the province to continue creating awareness and reach populations who suffer at the hands of social injustices and human rights abuses.</p>

## RECOMMENDATIONS

1. Consider approaches to reach out to citizens with no or little primary education.
2. Recognize the unique differences among locations and the varied effects of **The Team**.
3. Consider making a deliberate effort to include members of the government and civil society in outreach mobile cinema screenings.

Source: This document is a summary of "The Team: Kenya. Midterm Evaluation Results" by Prof. Amr Abdalla and Laurel Gaylor. A copy of this document can be acquired by contacting Nick Oatley, Director Institutional Learning at Search for Common Ground at [noatley@sfcg.org](mailto:noatley@sfcg.org)



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# *The Team:* Kenya



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## Midterm Evaluation Results

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## Executive Summary

As a response to the effects of the post-election violence in Kenya in December 2007, Search for Common Ground (SFCG) and Media Focus on Africa (MFA) developed and produced a TV and radio drama, *The Team* – an episodic series which “asks a central question: can Kenyans find a way to put the past behind them in order to have a better future? Members of the fictional football team, Imani (Faith) Football Club, who represent major ethnic groups or social classes in Kenya, are brought together and challenged to overcome their fears and biases against one another so that they can see one another as individuals not as members of “the other.” The series sends a strong message that the sins of the past cannot be rectified by retributive violence today. If democracy in Kenya is to right itself, it requires cooperative solutions and engagement from all stakeholders. Everyone must say no to violence and to the manipulative practices of the political elites. Civil Society Organizations (CSOs) have a major role to play in keeping the idea of co-existence alive as the stability of the country remains fragile. A return to violence is not far-fetched.”<sup>1</sup>

The project was designed based on the assumption that popular culture can have an enormous impact in changing mass attitudes. A range of key issues were identified that provide a source of conflict within Kenyan society, many of which have direct links to poor governance. Developed in the months that followed the post election violence, **the series is a metaphor about Kenyan society**. Themes include ethnic tolerance and retribution, land disputes, mob violence and police impunity, gender violence, corruption and bribery, economic and social inequalities and youth unemployment. Messages were explicitly crafted to challenge citizens at all levels of society to take responsibility for improving their lives and the lives of their fellow citizens through positive engagement with one another. Officials at all levels are encouraged to engage with and respond to the needs of their constituents and citizens are encouraged to understand not only their rights but their responsibilities in creating positive change for Kenya. Thus, the main goal of the series, **as indicated in the main objective of the log frame**, is to change the relationship between citizens and their government from one of strife to one of cooperation.

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<sup>1</sup> From: SFCG’s Inception Report

Outreach activities to support the media work, has promoted alternative, peaceful approaches to resolving these contentious societal issues and has helped shift the way that citizens and their leaders interact with the other.

The University for Peace (UPEACE) was contracted to conduct an evaluation of the impact and effectiveness of *The Team* and related outreach activities. A baseline study was conducted in April 2009 prior to airing the drama on TV. The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009. Shortly after, the radio series was broadcast twice a week on Radio Jambo. In addition to airing the drama on TV and radio and streaming the radio show via the website, a mobile cinema screening campaign was carried out between June and November 2009 in 8 regions that were most afflicted by the post-election violence.

In January-February 2010 UPEACE conducted a midterm evaluation to assess the effectiveness and emerging impact of *The Team* and the multi-dimensional approach implemented by the producers.

The midterm evaluation was based on five dimensions:

- 1) A comparative research between baseline data and midterm data;
- 2) A comparative research between citizens based on *The Team* “dosage” to which viewers were exposed;
- 3) A case study approach to document specific actions that citizens and/or organizations are taking to address issues represented in *The Team*;
- 4) Content analysis of messages sent by social networking tools: SMS or posted on *The Team*’s website and Facebook; and,
- 5) Focus Groups to assess the effectiveness of mobile cinema screenings.

## KEY RESULTS

### Reach

A central objective of the television and radio series was to reach a mass audience and particularly influence attitudes of 15-35 year olds.

- *The Team* was rated among the most popular shows on Citizen TV with a viewership of 2.8 million which translates to a 25 ratings share. Citizen TV is the highest rated broadcaster in Kenya with 74% of the viewing audience tuning in.
- In addition, the episodes on radio Jambo had a listenership of 270,000 Kenyans. Young males ---15-35 – the target demographic was the largest listenership.<sup>2</sup>
- Almost three-quarters of respondents reported that they watched or listened to *The Team* (73.1%)
- Almost 40% of respondents reported that they watched all thirteen episodes of the first season

### Effectiveness in addressing the themes

Survey participants were asked to rate the extent of media coverage for fifteen issues that were addressed in *The Team*. The second part of the question evaluated the effectiveness of the media coverage regarding these themes. In the baseline study, questions were directed at the media coverage of the themes while midterm evaluation questions related specifically to *The Team*'s coverage of the same issues. Participant perceptions of *The Team*'s media coverage surrounding these issues were overwhelmingly positive in comparison to other local Kenyan drama coverage; for 13 of the 15 identified issues, results were statistically significant indicating higher scores in the midterm evaluation. Similarly, *The Team*'s media coverage of virtually all issues was perceived by survey participants as being more effective than that by other local Kenyan drama; responses from the midterm survey showed higher levels of effectiveness than ratings received in the baseline survey for the rest of the media. Key findings include:

- Survey participants were able to identify tribalism/tribal differences as a main issue addressed in *The Team*, followed by tribalism, corruption, gender equality, teamwork, drugs and alcohol abuse

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<sup>2</sup> Synovate. Television and Radio programmes Analysis. 12/1/2010.



- Almost two-thirds of respondents said that these issues affected them ‘very much’ (64.2%)
- Almost all respondents said that *The Team* was effective in addressing these issues (97.7%). Just under a third stated that *The Team* was ‘very effective’ in the way that they were addressed (29.2)

The reasons provided by respondents for such positive impressions can be categorized into six different groupings, namely:

1. *The Team* resonating with aspects of daily life in Kenya;
2. *The Team* stimulating learning and reflection, or changing viewpoints on certain issues;
3. *The Team* providing knowledge of how to solve some of these problems;
4. *The Team* handling of the issues;
5. *The Team*’s success at triggering subsequent movements, particularly among youth; and;
6. The programming’s effectiveness in reaching a wide population.

### **Outreach Activities: Mobile Cinema Screenings**

The mobile cinema screenings have been an integral part of the project. Since its inception, *The Team* as a project relied on mobile cinema screenings to trigger discussions that would inspire citizens to take positive action. The actions are wide-ranging. Some groups might organize cultural groups across tribal lines, others might work on ways to improve relations with local governance or the rule of law. e.g. how to work better with police. The screenings were conducted in all seven research locations. In order to assess their effectiveness, the researchers conducted focus groups with participants in all seven locations. Key findings include:

- The screenings changed the attitudes of many who participated in the screenings ; many reported being more open and accepting of others, particularly from other tribes. The sharing of experiences and ideas through discussion after the screening by the diverse group of participants, both in terms of gender and tribes proved to be an essential aspect of the mobile cinema screenings **because this type of public forum is rarely seen in these communities.**

- Almost all focus groups participants stated that it gave participants the opportunity to learn from the experiences of others and come together to form a team with people of both genders and from different tribes, as well as among people affected by violence, perpetrators of violence, and witnesses.
- The mobile screenings were important in reaching a wide spectrum of people in remote areas without access to television;
- Participants reported that the screenings were entertaining and that it provided participants with an important opportunity to socialize.
- Participants reported that the screenings and subsequent discussions helped them develop individual confidence and self discipline and learn how to accept responsibility for their own actions.
- Most importantly, a change in attitude was acquired from the screening sessions; many reported being more open and accepting of others, particularly from other tribes. The following is an illustrative example:

The LEBA group was formed as a result of young men gathering at the entrance of the Kibera slum near the chiefs' offices because they had no jobs. They used to snatch handbags from women as well as other personal items like mobile phones and money. This group was widely feared and nobody wanted to walk in Kibera past seven o'clock as a result of that fear. During the post-election violence, the group members turned against each other and due to the dominant number being Luos, they chased away the Kikuyu who were living in Kibera. After watching *The Team* through the mobile cinema screenings, they decided to transform their lives. They now involve themselves in entrepreneurial activities through various projects such as selling water to the community, growing vegetables to sell, rearing chickens and offering sanitation facilities (for example toilets) for a fee. All these activities have helped them to improve their living conditions and economic standards. These groups have also registered themselves with the government as a legal group and hence are no longer gang groups.

- Finally, some participants articulated an increased interest in local programming (such as cultural events) as a result of the mobile cinema screening.

## Cases of Action and Transformation

The objectives of *The Team* project focused on affecting change among and between citizens, civil society organizations and government agencies with regards to governance and the rule of law. The evaluation identified several cases where citizens demonstrated how they changed and/or transformed their actions and behaviors as a result of, or with the contribution of *The Team*.

The following are two examples of such cases of action and transformation:

The Legal Resource Foundation (LRF) is an independent, Kenyan-based human rights organization that promotes justice through human rights education, research and policy advocacy initiatives. The coordinator of the LRF attended the mobile cinema screening of *The Team* drama and was very impressed by the approach the show takes on addressing the issues affecting the common Kenyan citizen. The coordinator was subsequently inspired to implement a similar LRF project that focused on sensitizing the public on their rights and alternative conflict resolution. To date, the LRF has trained two paralegal and five peer educators on the issues addressed in *The Team*. They are planning to conduct counseling sessions a few hours before the mobile screening sessions with the aims of attracting more youths and reaching a greater audience. The organization also plans to take *The Team* drama to different locations in the province to continue creating awareness and reach populations who suffer at the hands of social injustices and human rights abuses.

Hassan Sheer is a youth who had participated in post-election violence during 2007-2008. Influenced by his peers and caught up in the moment, he had organized the looting of his neighbor's businesses. He felt remorseful after the fact and wanted to apologize to his neighbors; however at the same time, he did not have the confidence to do so and was fearful of being victimized. He began to withdraw from the other youth in the community and fell into a depression. The mobile cinema screenings provided him the safe space to share his experience with other participants. Through the sessions, he worked up the courage to confess and apologize to his neighbors. Initially they did not receive his apology well, however with persistence, he eventually asked for their forgiveness, and thankfully, they granted it to him. He claims that *The Team*'s programming changed his life, and his neighbors commented that they wished they would have had the opportunity to participate in the mobile screenings.

## Summary and Recommendations

The results of this midterm evaluation showed that *The Team* drama succeeded in addressing key issues of importance to Kenyans, such as tribalism, corruption, youth isolation, mob violence, rape, police impunity and corruption. It did so with much success compared to the efforts of other local Kenyan drama. This success was due to many factors. First, *The Team* used a platform- a football team- with which people can identify and relate to. Second, it portrayed real life situations that resonated deeply with the average Kenyan. Third, it addressed issues that have preoccupied Kenyans since the post-election Violence in powerful ways. Fourth, it provided realistic and appropriate approaches to addressing these issues.

All these factors led to the success of the drama, as a TV and radio production, in positively influencing the public's perceptions and attitudes about several issues such as addressing tribalism, recognizing its negative effects on their decisions and actions, supporting rape victims, and on their conflict behavior, and on their role in solving conflict within Kenyan society.

In addition, the mobile cinema screenings, with their facilitated discussions, sparked a sense of community among citizens, provided space for them to meet their 'foes' and at times to drop their guards, and to embrace each other. Furthermore, the mobile cinema screenings seemed to have influenced many citizens to take actions to address violence, and to restore peace, and to act within the principles of good governance and rule of law. As explained in the report, several citizens formed groups, inspired by *The Team*, to bring about peaceful coexistence and unity among Kenyans using sports platforms, legal support, and community outreach. In other cases, individuals reached out to their former perpetrators and victims seeking reconciliation and reintegration. In all such cases, citizens recognized the contribution of *The Team* and the mobile cinema screenings to their subsequent actions and change in behavior.

The assumptions about social change with this project suggest that a long pattern of peaceful coexistence, coupled with the use of media-based practical and realistic approaches for how to effect change, can contribute to transformation at the levels of knowledge, attitudes, perception and action for good governance and improved rule of law. The results in this report show that indeed people, especially during discussions in mobile cinema screenings, reverted to the pattern

of peaceful coexistence, while realizing the need to transform the negative attitudes and behaviors which led to the violence of 2007 and which could continue to threaten their peace. The examples of citizen actions as a result of viewing *The Team* or citizen participation in its activities, show that the project, to a great extent, is achieving the objectives stated in the Logframe which focus primarily on transforming relationships of citizens between one another and particularly among citizens and their leaders. With this transformation, there exists the possibility for the emergence of good governance and rule of law.

As *The Team* organizers are preparing for the second season in Kenya, the following are recommendations based on findings from the midterm evaluation:

1. Consider approaches to reach out to citizens with no or little primary education. That group seemed to have benefitted the least from *The Team*. Perhaps the use of local languages would help in getting the message through to them.
2. Recognize the unique differences among locations, and the varied effects of *The Team* as a result. For example, Mombasa respondents, unlike the overwhelming majority of others, did not recognize the significant contribution of *The Team* compared to other local Kenyan drama, although their results related to the theme of drug abuse showed significant improvements.. Naivahsa respondents, on the other hand, appeared to be more intoned with *The Team* themes and their effectiveness. Such differences may be due to the varied effects and intensity of the post-election violence from one location to the next.
3. Consider making a deliberate effort to include members of the government and civil society in mobile cinema screenings. Some of those members appeared in some screenings, but it is not clear if the effort was made to include them. Their presence, and hopeful engagement with citizens on their actions, will contribute to meeting the project objectives.
4. Consider recommendations made by respondents about the schedule of airing the drama in order to reach a wider audience.

## Background

As a response to the effects of the post-election violence in Kenya in December 2007, Search for Common Ground (SFCG) and Media Focus on Africa (MFA), with support from DFID and USAID, developed and produced a TV and radio drama, *The Team*- a series which “asks a central question: can Kenyans find a way to put the past behind them in order to have a better future? Members of the fictional football team, Imani (Faith) Football Club, who represent major ethnic groups or social classes in Kenya, are brought together and challenged to overcome their fears and biases against one another so that they can see one another as individuals not as members of “the other.” The series sends a strong message that the sins of the past cannot be rectified by retributive violence today. If democracy in Kenya is to right itself, it requires cooperative solutions and engagement from all stakeholders. Everyone must say no to violence and to the manipulative practices of the political elites. Civil Society Organizations (CSOs) have a major role to play in keeping the idea of co-existence alive as the stability of the country remains fragile. A return to violence is not far-fetched.”<sup>3</sup>

The University for Peace (UPEACE) was contracted to conduct an evaluation of the impact and effectiveness of *The Team* in addressing the themes it presented. A team led by Dr. Amr Abdalla and eight Kenyan researchers- graduates of peace and conflict studies in the University of Nairobi- conducted all aspects of the evaluation. A baseline study was conducted in April 2009 prior to airing the drama on TV. The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009 and shortly after on Radio Jambo. In addition to airing the drama on TV and radio and streaming the radio show via the website, a mobile cinema screening campaign was carried out between June and November 2009 in several regions of Kenya targeting youth in areas that were most afflicted by the post-election violence. In January-February 2010 UPEACE conducted a midterm evaluation to assess the effectiveness and

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<sup>3</sup> From: SFCG’s Inception Report

emerging impact of *The Team* and the multi-dimensional approach implemented by the producers.

This report includes the results of the midterm evaluation. The report focuses on the extent to which *The Team* has contributed to peacebuilding efforts in Kenya by addressing sources of conflict. The report shows how the public has received it, and what effects it has had on the viewers and on those taking part in related activities such as mobile cinema screenings. The report also provides information on the extent to which the drama and its related activities contributed to positive actions or changes among and *between* citizens, civil society and governmental agencies.

### **Premise and Assumptions of the Project**

The design and objectives of *The Team*, as laid out in the Logframe (please see Appendix 1), aim to effect change at different levels of the society. This project, unlike many other media-based projects, stretches its ambition beyond effecting changes in the realms of knowledge, attitudes and perceptions, to triggering transformation through actions which would reflect the values presented in the show.

The anticipated change at the levels of action and transformation is expected to be accomplished with citizens, civil society and government agencies with the purpose of improving governance (in a broad sense) and the rule of law. The project utilizes a multi-pronged approach to achieve these objectives. These include the airing of *The Team* to a wide audience via TV and radio, and conducting a combination of screenings and facilitated discussions with targeted audience in various locations (mobile cinema screenings).

Accordingly, the evaluation effort with this project strives to measure the effectiveness and impact of the various methods used in effecting change at all levels: knowledge, attitude, perception, action and transformation. At the same time, the evaluation effort assesses the process used- both the TV/radio show, and the mobile cinema screenings to determine their ability to contribute to such changes.

These programmatic premises are built upon certain assumptions about social change. One assumption inherent in the various themes of *The Team* is that Kenyans have succeeded for almost half a century to live relatively harmoniously and peacefully since independence in the

1960's. The disruption and violence of 2007 inflicted damage and a heavy toll on everyone. *The Team* provides alternatives to the violence and hatred of 2007 and the ensuing period by building on the solid pattern of peaceful coexistence of the past half a century, while exploring deeply the causes of disruption and violence, and offering approaches for prevention, resolution and transformation. The use of a drama that resonates with the life of most Kenyans, their hopes and their fear, offers something more than theoretical abstract concepts of prevention, resolution and transformation. Instead, by depicting real life situations which people can relate to, *The Team* offers practical and realistic models of action at the citizen, civil society and government levels which inspire viewers and participants in mobile cinema screenings to act in ways that would lead to rebuilding the society on the foundation of good governance and rule of law. This is possible, it is assumed, because of the presence of a long, recent, pattern of peaceful coexistence which people can relate to, coupled with the message of changing the way citizens engage with one another by transforming the relationships between people and institutions from one of conflict to one of cooperation.

In other words, the design and aspirations of *The Team* in Kenya may be replicable in other societies with a similar pattern, but may require adjustments both to the design and aspirations in the absence of a recent pattern of peaceful coexistence.

### **Organization of the Report**

This report includes five sections. The first section focuses on the methodology used with the midterm evaluation. The second section discusses the viewer and listener patterns and the effectiveness of *The Team*. The third section includes a discussion of mobile cinema screenings and their effects. The fourth section includes the quantitative data from the two midterm survey versions, and comparisons to the baseline data. Finally, the reports conclude with a summary and recommendations section.

Throughout the report, two important strands are infused according to their relevance to different sections of the report: The Cases of Action and Transformation, and the Logframe Objectives. Cases of Action and Transformation refer to those stories of change and positive action taken by citizens, individually or in groups, as a result of the exposure to *The Team* and its mobile cinema screenings. Those stories demonstrate the “emerging impact” *The Team* has accomplished, and provides lessons for how to expand and increase such cases, and how to best evaluate them.



The Logframe Objectives have guided the effort of this project and its associated evaluation. As the results will show, ***The Team*** has succeeded in achieving several of these objectives at this midterm point, as evident from various quantitative and qualitative results. In addition, Appendix 1 includes the baseline and midterm value tables related to the Logframe.

## 1. Midterm Evaluation Methodology

The midterm evaluation was based on five dimensions:

1. A comparative research between baseline data and midterm data. For this, the research included a repeat of a public survey using a similar methodology and variables.
2. A comparative research between citizens based on *The Team* “dosage” they were exposed to. In other words, a comparison was conducted between:
  - a. Those who participated in mobile cinema screenings, which is regarded as the highest dosage;
  - b. Those who watched or listened to all or most episodes;
  - c. Those who watched or listened to a small number of episodes; and,
  - d. Those who did not know of or watch the drama.
3. A case study approach to document specific actions that citizens and/or organizations are taking to address issues represented in *The Team*.
4. Content analysis of messages sent by SMS or posted on *The Team*'s website and Facebook.
5. Focus Groups to assess the effectiveness of mobile cinema screenings.

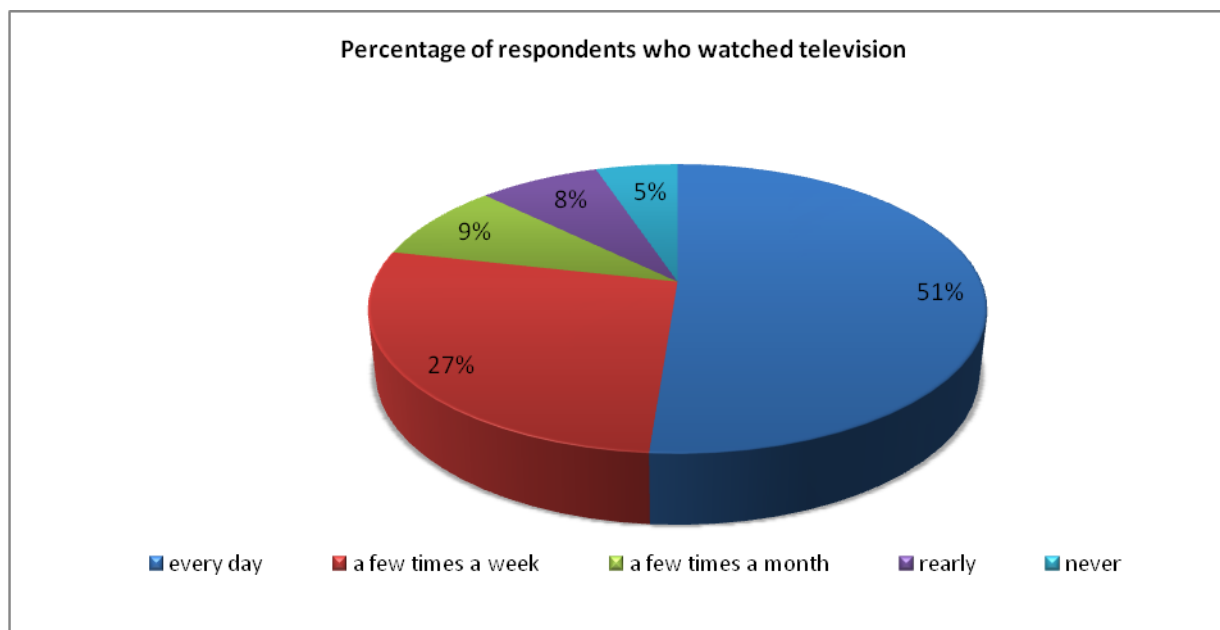
For further details of the methodology please go to Appendix 3.

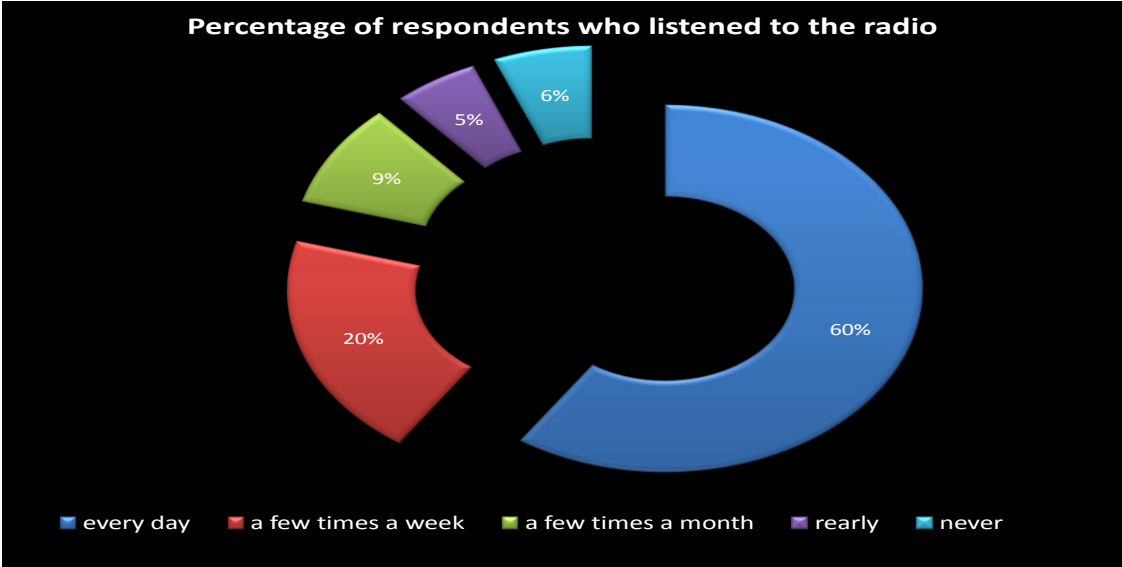
## 2. Viewer and Listener Patterns and Perceptions about *The Team*

This section includes results related to patterns of viewing and watching *The Team*, and to its effectiveness as a media program in addressing a variety of issues.

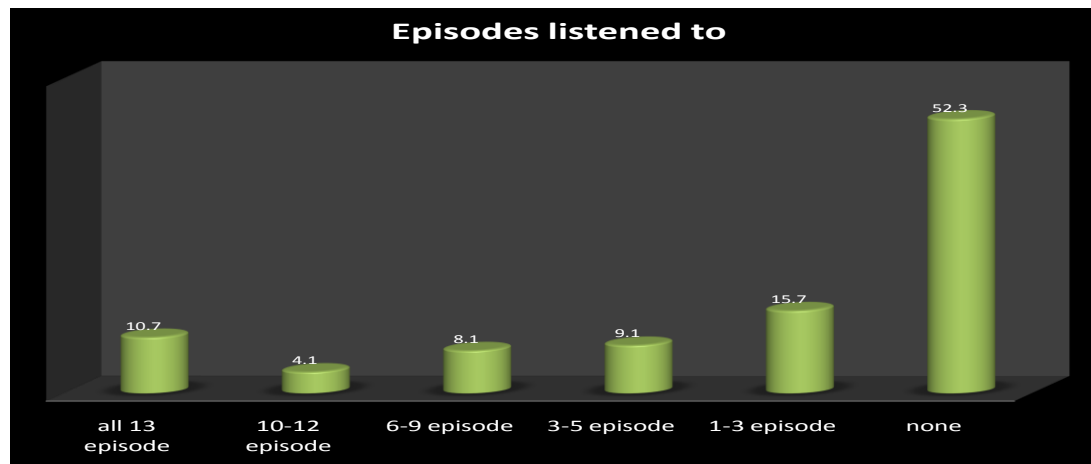
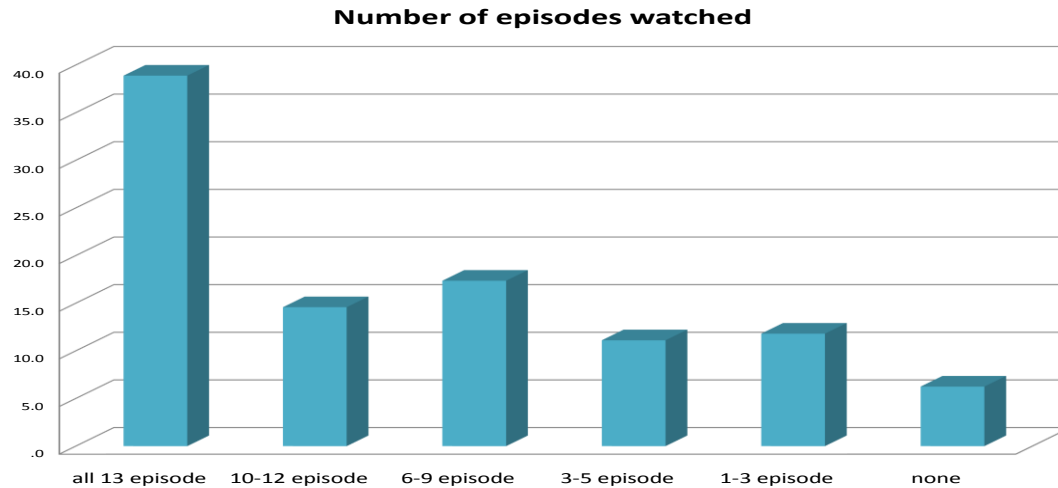
### 2.1. Viewing and Listening to *The Team*

It was a central objective of the project to reach a wide audience. The two versions of the public survey included questions about citizens' patterns of viewing TV and listening to radio, the extent of watching or listening to *The Team*, and their perceptions about the relevance of its themes and its effectiveness in addressing them. The results showed that more than half of the survey respondents watched TV everyday (51.2%) and another quarter (27.3%) watched a few times a week. About 60% listened to radio every day and 20% listened a few times a week. Younger respondents, those with higher education, and those from Nairobi were more likely to report watching TV every day. Men and respondents from Kisumu were more likely to report listening to the radio every day.





A vast majority of respondents (73.1%) reported that they watched or listened to *The Team* . The largest percentage of viewers (89.1%) was from Naivasha and Kakamega (81.4%). In terms of frequency of watching *The Team*, almost 38.8% of respondents reported that they watched all thirteen episodes of the first season; 14.2% watched 10-12 episodes, and 17.4% watched 6-9 episodes. This means that 70.8% of survey respondents watched at least half of *The Team* episodes. The percentage of those who reported listening to at least half of *The Team* episodes stood lower at 22.8%. Yet, 22.2% of respondents from Eldoret reported listening to all episodes.



## **2.2. The Team Themes and Effectiveness**

The project was designed based on the assumption that popular culture can have an enormous impact in changing mass attitudes. A local context assessment was conducted prior to the start of the project that identified a range of key issues that were sources of conflict within Kenyan society, many of which have direct links to poor governance. These issues include ethnic tolerance and retribution, land disputes, mob violence and police impunity, gender violence, corruption and bribery, economic and social inequalities and youth unemployment.

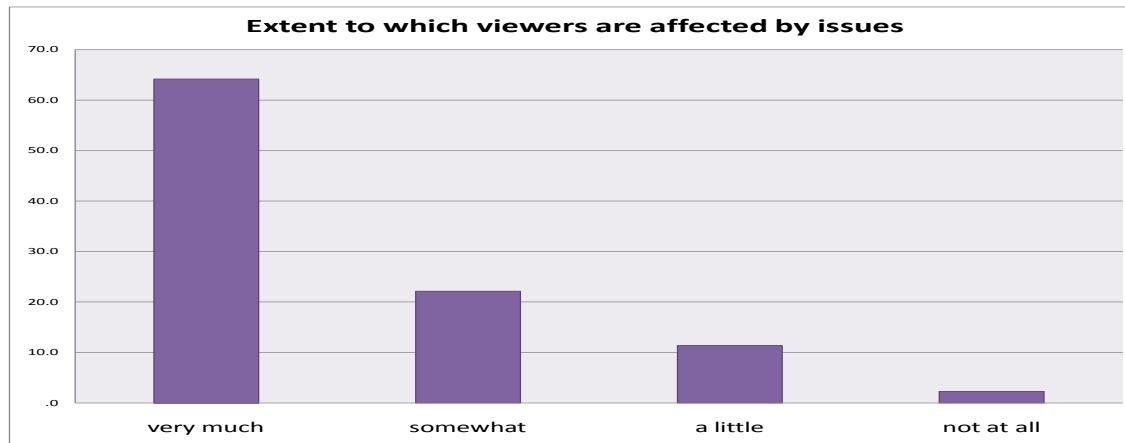
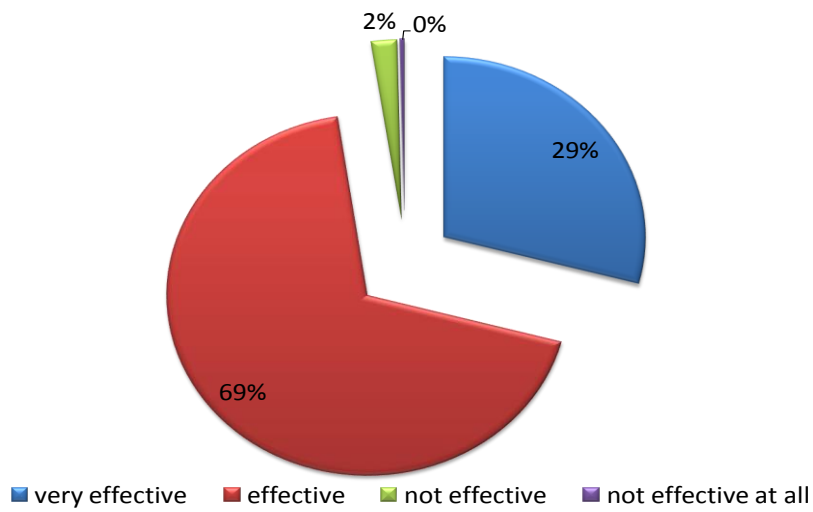
Messages were explicitly crafted to challenge citizens at all levels of society to take responsibility for improving their society. Officials at all levels are encouraged to engage with their constituents and citizens are encouraged to understand not only their rights but their responsibilities. Thus, the main goal of the series, **as indicated in the main objective of the log frame**, is to change the relationship between citizens and their government from one of strife to one of cooperation.

Through its media work and outreach activities, Search for Common Ground focused on supporting the engagement and actions of citizens with one another and with officials on issues concerning governance, in order to make both citizens and governments more capable, accountable and responsive to one another and improve democratic processes. Search for Common Ground developed a Log Frame with a range of key indicators and actions covering accountability and responsiveness in governance processes (See Appendix 1).

When asked about the themes that *The Team* covered, survey participants responded to this question overwhelmingly identifying tribalism/tribal differences as a main issue addressed in *The Team*. Following tribalism, corruption was mentioned second most frequently. The themes of gender equality, teamwork, drugs and alcohol abuse were also often quoted, as were leadership and rape but to a lesser extent. Leadership was referred to by some in the context of good and bad leadership, and by others under the umbrella of effective leadership skills. Apart from the most common responses mentioned above, answers to this question were many and varied. A few issues such as poverty, diversity, nepotism, justice, mob justice, reconciliation/conflict resolution, trauma, crime in slums, youth, governance, decision-making and economic inequality were mentioned by various survey respondents.

When asked about the extent to which those issues affect them, an overwhelming majority (64.2%) answered ‘very much’ and another 22.1% answered ‘somewhat’. When asked about how effective *The Team* was in addressing these issues, 29.2% answered ‘very effective’ and 68.5% answered ‘effective’. These quantitative responses showed that survey respondents found *The Team* themes to be relevant to them, and found *The Team* handling of them to be effective. Older respondents and those from Naivasha were more likely to report that the themes affected them. Also, Naivasha respondents were more likely than others to report ‘very effective’ handling of these issues by *The Team* (63.8%).

### Effectiveness of The Team handling of issues



These quantitative results were further elaborated in respondents' comments expressing positive aspects and impacts of *The Team's* programming. The reasons provided by respondents for such positive impressions can be categorized into seven different groupings, as shown below, supported by comments made in the survey.

Reasons for the Positive Impact of <i>The Team</i>	Quotations
1. <i>The Team</i> resonating with aspects of daily life in Kenya	<p><i>“They show how the issue affect our daily life and how we can overcome them,” (#404)</i></p> <p><i>“The show's real life situation and the day to day challenges. It also give us hope that as a team we can win,” (#12)</i></p> <p><i>“Very much expose to real issues on the ground.” (#50)</i></p>
2. <i>The Team</i> stimulating learning and reflection, or changing viewpoints on certain issues	<p><i>“Tribalism resulted into post election violence causing violence, through corruption people had to acquire leadership which is not good, team work is good resulting to socialization and peace making,”(#345)</i></p> <p><i>“Tribalism, bribery, division, enmity all these affects the development of the society and human rights in general.” (#359)</i></p> <p><i>“Having participated in the looting during the post poll chaos, I have since realized the need to look at every one as a Kenyan,” (#405)</i></p> <p><i>“<b>The Team</b> has been very effective to the point that I as a person have really learned more on team building importance. Because without your neighbor or friend or the entire community there are some things you can never solve on your own.” (#431)</i></p>
3. <i>The Team</i> providing knowledge of how to solve some of these problems	<p><i>“<b>The Team</b> brings our society issues at hand and shows the challenges and how to curb them therefore to me its effective,” (#405)</i></p> <p><i>“They expose everything that is happening day to day and at the end they give us solutions on handling the problems,” (#431)</i></p>



Reasons for the Positive Impact of <i>The Team</i>	Quotations
4. <i>The Team</i> handling of the issues	<p data-bbox="828 224 1439 365">“It was well effective because the issues of tribal difference were well addressed. When the members of <i>The Team</i> tried to work as tribes the coach told them to work as a team,” (#31)</p> <p data-bbox="828 396 1411 506">“Boys and girls were put in the same team to play so there was no gender disparity but equality.” (#451)</p>
5. <i>The Team</i> ’s success at triggering subsequent actions, particularly among youth	<p data-bbox="828 533 1433 709">“It has been successful b/c youth have created groups of educating people about unity, successful b/c many youths have ignored bribery and they have known their rights,” (#307)</p>

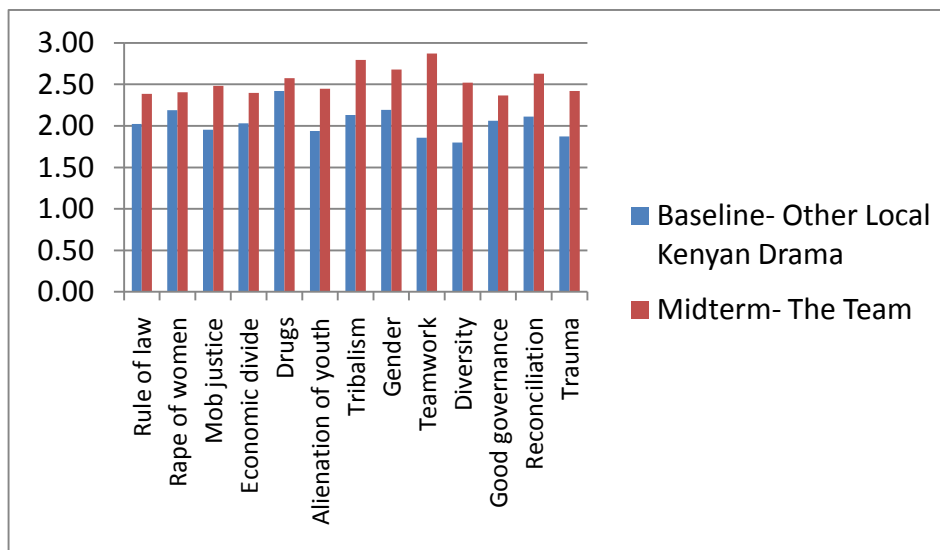
There were some quotations that countered these views but the majority of the responses reflected the quotes above. The area where there was most divided opinion was over whether *The Team* provided people with a good basis for being able to solve real-life problems related to the issues dealt with. While slightly more uncommon, there were some respondents that identified certain issues that he/she felt had not been properly addressed. Several survey respondents answered that the issue of drug abuse needed further expansion. Finally, some respondents commented that whilst many people were being reached by the series throughout Kenya, the use of English (and its limitation in reaching people who are not ‘learnt’) and the use of the medium of TV, meant that there were still many (particularly in rural areas) who were not being reached.

### 2.3. The Team Compared to Other local Kenyan Drama

The **key finding** here was that *The Team* was much more effective at addressing the issues it dealt with than other forms of media in general. Across the board, differences between the results from the baseline and midterm evaluations were statistically significant with respect to *The Team* coverage of issues in Kenyan society. Survey participants were asked to rate the extent of media coverage for fifteen issues that were addressed in *The Team*. The second part of the question evaluated the effectiveness of the media coverage regarding these themes. In the baseline study, questions were directed at the media coverage of the themes while midterm

evaluation questions related specifically to *The Team*'s coverage of the same issues. Participant perceptions of *The Team*'s media coverage surrounding these issues were overwhelmingly positive in comparison to other local Kenyan drama coverage; for 13 of the 15 identified issues, results were statistically significant indicating higher scores in the midterm evaluation. The only two issues that were not perceived as being addressed more by *The Team* than by other local Kenyan drama were corruption and militias/vigilante. Please refer to the graph below that illustrates this distinctive trend.

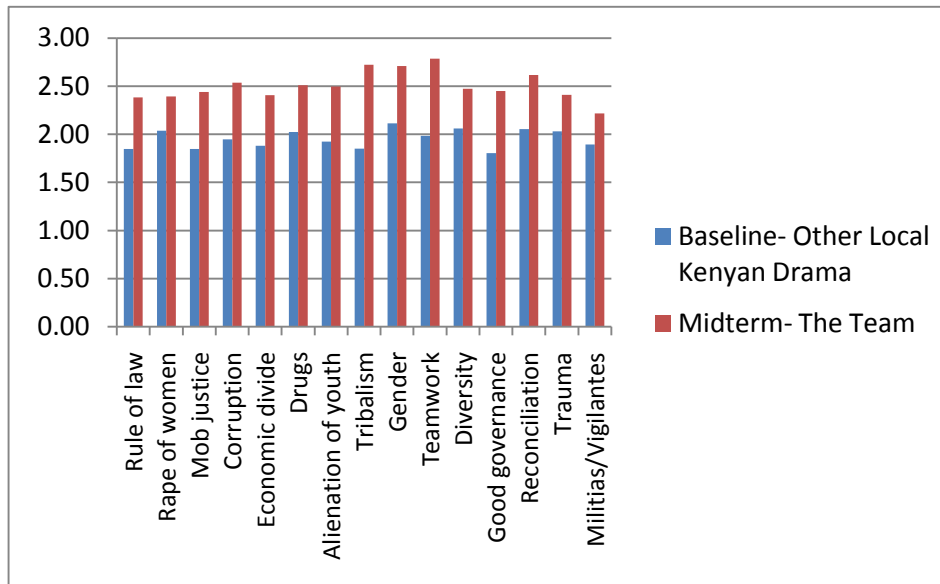
#### Extent of Media Coverage of Issues: Baseline vs. Midterm Evaluation<sup>4</sup>



Similarly, *The Team*'s coverage of virtually all issues was perceived by survey participants as being more effective than that by other local Kenyan drama; responses from the midterm survey showed higher levels of effectiveness than ratings received in the baseline survey for the rest of the media. Please refer to the graph below that illustrates the mean ratings from the baseline and midterm evaluations.

<sup>4</sup>. All questions regarding media coverage were asked on a scale of 1-3, where 1=not at all, 2=somewhat and 3=a lot. Similarly, questions regarding media coverage effectiveness were asked on a scale of 1-3, where 1=not effective, 2=somewhat effective and 3=very effective.

## Effectiveness of Media Coverage: Baseline vs. Midterm Evaluation



While the overall results indicate positive perceptions of *The Team*'s treatment of these issues, there are two variations that are important to mention. When results were compared between various age groups, genders, education levels and locations, it became apparent that *The Team*'s handling of the issues is not being perceived as positively among two groups: survey participants from Mombasa and participants with lower levels of education. Mombasa responses reported little change between the baseline study and midterm evaluation on 19 out of the 30 questions (15 regarding media coverage and 15 regarding media coverage effectiveness). Similarly, there was no significant change among the lowest education level group between the two studies on 18 of the 30 questions. Based on comments made in the survey and focus groups, it may be suggested that respondents with lower levels of education did not react as positively as others because of the dominance of the English language in the show. As for Mombasa, more qualitative effort is needed to understand the reasons behind the different trend of responses to these questions.

### 2.4. The Team in Electronic Media

Social networks have become an important means of connecting with people from all over the world. It's estimated that 90 percent of the youth that have access to the internet are member to

at least one or more social networking sites. Some of these include Facebook, Twitter, Hi5, Funbox, Flixster and many others. This section includes summaries of comments made by individuals using such media. In this way, *The Team* has extended its reach and potential influence. The following is a summary of comments reported by citizens on the various electronic media. A detailed list of these comments is included in Appendix 4.

#### **2.4.1. The Team on Facebook and Websites**

*The Team* profiles on social networks such as Facebook and Twitter have been fairly effective in triggering interest from fans surrounding the themes of the show. Facebook has been a particularly widely-used means of social networking for the show. *The Team* has both a personal profile as well as a group on Facebook. The profile, under the name of Imani FC, has 2,500 friends and the group has 1,677 members. Imani FC continuously posts brief thoughts/quotes pertaining to issues touched upon in *The Team* on the profile, and friends are able to comment on these postings. There are usually between 4 and 18 people marking that they ‘like’ the quote, and an additional 4-21 who express their own comments on the posting. The administrator is currently trying to develop a football game to post on the group profile. *The Team’s* Twitter account is not as widely used, only reaching 577 members, however it is used to communicate upcoming events with members. Finally, *The Team* also has its own website and fans are able to make comments on the homepage<sup>5</sup>. Comments received via this media have been overwhelmingly positive as well, communicating understanding of the themes raised in *The Team*, recommending the show to others and expressing excitement for the upcoming season. Below are screenshots of the Kenyan *Team* website and the Facebook page.

Visit *The Team* Kenyan Website:

<http://www.theteamkenya.com/>

Visit *The Team* Kenyan Facebook Page:

<http://www.facebook.com/group.php?v=wall&ref=mf&gid=78560763554>

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<sup>5</sup> Please visit: <http://www.theteamkenya.com/>



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Feedback

Mazuri  
Downloads

Mitambo  
Media

Sheng  
Kenyan Slang



## The Team

The Team shows how members of a new Kenyan football club learn to deal with their tribal, ethnic, social and economic divisions.

tukute (find us on)

facebook

Picasa

YouTube

twitter



# madem na machali wanaeza share ideas za kujenga?

can boys and girls share ideas?

RESPOND NOW +

tushow (tell us)

Unathani madem na maboy wanaeza play team moja pamoja?(Do you think boys and girls can play together)

Ndio (Yes)  Zii (No)  Labda (Maybe)

send

news events

Soap Opera for social change

The Team is now being referred to as a Soap Opera for social change. Check out:  
<http://www.pbs.org/now/shows/601/index.htm>

The Team's sheng dictionary

mazuri

tuchapie (your thoughts)

facebook

Search

Home Profile Account



THE TEAM

Join

Wall

Info

Discussions



**Stella Ali Wyre** is ma choice. THE LOVE CHILD. Always humble n cool!  
4 hours ago · Report



**Stella Ali Wyre** is ma choice. THE LOVE CHILD. Always humble n cool!  
4 hours ago · Report



**Stella Ali Wyre** is ma choice. THE LOVE CHILD. Always humble n cool!  
4 hours ago · Report



**Stella Ali Wyre** is ma choice. THE LOVE CHILD. Always humble n cool!  
4 hours ago · Report



**Stella Ali Wyre** is ma choice. THE LOVE CHILD. Always humble n cool!  
4 hours ago · Report



**Kenneth Moyo** Tamani amani,amani hali,hali isiyu ghali...peace 4 all me brothers n sisters,blessed!  
Fri at 10:56pm · Report

Imani Fc likes this.



**Tony Ogega Andere** vipi y'all...  
Fri at 12:41pm · Report

### Information

Category:  
Entertainment & Arts - Television

Description:  
This series is a metaphor of Kenyan society. The team members and the coach have been brought together from many of Kenya's tribal groups to play together on a co-ed league. The league has been formed and financed by a group of wealthy international philanthropists and businessmen who believe sport will be a way to neutralize the ethnic hatred that shook Kenya after the last elections.

The characters are from broken families, even as Kenya itself, is a broken country. In that way, the team... (read more)

Privacy Type:

Open: All content is public.

### Admins

Imani Fc

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads



#### ***2.4.2. The Team on SMS Messages***

As part of *The Team*'s programming, a number is advertised where viewers and listener's can send SMS messages expressing their thoughts on the show. Fans can either send an original message or answer a question that is posed during an episode. A total of 341 messages were sent between October and November 2009. The SMS senders have responded to the issues of tribalism, corruption, rape, gender equality, hope, crime and drug abuse, unity, peace and love. There have been no negative comments or critiques received; most messages related scenes in the program to their daily life experiences and what viewers/listener's have learned from- and like about- *The Team*.

### 3. Outreach Activities: Mobile Cinema Screenings

The mobile cinema screenings have been an integral part of conducting this project. Since its inception, *The Team* as a project relied on the use of such approach in order to trigger discussions and actions among citizens towards better governance and rule of law. The mobile cinema screenings were conducted in all seven research locations. In order to assess their effectiveness, the researchers conducted focus groups with participants in all seven locations.

According to the final report of FilmAid, the partner who conducted mobile cinema screenings on behalf of MFA and SFCG, “Between June and December, FilmAid successfully conducted 48 indoor daytime screenings followed by a facilitated post screening debates/discussions in the eight locations of Nairobi (Kibera and Mathare), Naivasha, Nakuru, Eldoret, Kakamega, Kisumu and Mombasa. These screenings reached an estimated 1,483 youth. Male participants were 851 while female participants were 632, a 57% to 43% ratio. The screenings targeted the same 70 participants for each location, but while the mobilizers endeavored to ensure that the same participants attended all screenings, there were always new participants to the screenings. It was difficult to keep track of the participants who only attended a few screenings but in counting all the participants in all screenings, the cumulative total of people reached was 3,683 of which 2,141 were male and 1,542 female, a 58% to 42% ratio. This is an average attendance of 77 participants per screening session.”<sup>6</sup>

The chart below, from the same report, shows the distribution of participants across locations:

Location	Number of Audience		
	Male	Female	Total
Kibera	276	148	424
Naivasha	243	263	506
Nakuru	277	180	457

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6. From: Project: Media Focus on Africa Foundation – FilmAid International Screening of “*The Team*”, A Drama Produced by Media Focus on Africa Foundation. Final Project Report. Page 3.

Location	Number of Audience		
	Male	Female	Total
Eldoret	265	269	534
Kakamega	233	200	433
Kisumu	303	138	441
Mathare	320	146	466
Mombasa	224	198	422

The average number of times participants attended *The Team* mobile cinema screenings varied from 4 to 13 across all seven focus groups. The fewest number of screenings (4) were attended in Nairobi, followed by 6 in Mombasa and Naivasha, 7 in Eldoret, 10 in Kisumu, 11-12 in Nakuru and 13 in Kakamega.

### 3.1. Key areas of importance

Participants from the mobile cinema screening sessions identified various different aspects of the sessions as being **important**. Their responses fell into three different categories: 1. Important knowledge and awareness that they gained concerning certain topics; 2. Certain aspects of the focus group experience that they found to be meaningful; and 3. Skills gained and change in attitude from attending the screenings and focus group activities. With respect to the first category, common responses were knowledge and sensitivity gained on tribalism and ethnicity; unity and reconciliation; conflict resolution and transformation; drug and alcohol abuse; leadership; teamwork; gender issues; corruption; and mob justice. The story below illustrates how mobile cinema screenings opened a space for forgiveness and reconciliation:

This is the story of Hassan Sheer from Mombasa, a youth who had participated in post-election violence during 2007-2008. Influenced by his peers and caught up in the moment, he had organized the looting of his neighbor's businesses. He felt remorseful after the fact and wanted to apologize to his neighbors; however, he did not have the confidence to do so and was fearful of being victimized. He began to withdraw from the other youth in the community and fell into depression. The mobile cinema screenings provided him the safe space to share his experience with other participants. Through the sessions, he worked up the courage to confess and apologize to his neighbors. Initially they did not receive his



apology well, however with persistence, he eventually asked for their forgiveness, and thankfully, they granted it to him. He claims that *The Team*'s programming changed his life, and his neighbors commented that they wished they would have had the opportunity to participate in the mobile screenings.

Participants identified the coming together of a diversity of participants, both in terms of gender and tribes and the sharing of experiences and ideas through discussion after the screening as being the most important aspects of the mobile cinema screenings. The importance of the discussions was identified by almost all focus groups, namely because it gave participants the opportunity to learn from the experiences of others and come together to form a team with people of both genders and from different tribes, as well as among people affected by violence, perpetrators of violence, and witnesses. Other meaningful aspects acknowledged by attendees were that the mobile screenings had a greater capacity to reach a wide spectrum of people (for example, some do not have access to a television); that the screening was entertaining; and that it provided participants with an important opportunity to socialize.

### **3.2. Changes in Perceptions, Attitudes and Skills Acquired**

The overwhelming response to how the mobile cinema screening sessions affected participants as a person and citizen was through a change in perception and attitude. Many people reported being more open and accepting of others, particularly from other tribes, as a result of viewing the screenings. This extended into how participants felt towards people from other tribes; towards who to vote for (realization that women can be effective leaders and that politicians are similar (regarding misuse of power and manipulating issues of tribalism) regardless of what tribe they are from); how everyone needs to work as a team regardless of sex, tribe, etc.; how to appreciate diversity and differences; how everyone has an important role in society; how violence does not have to be the answer in the face of conflict; on taking responsibility for one's decisions; on making judgments; and on unity and caring for one another. This change in attitude has improved participants relationships within their communities as well as with outside communities, often repairing relationships that had been damaged during the post-election violence. Here is a touching story from Kakamega:

This case involves a woman who was evicted out of her home during the post-election violence due to her Kikuyu tribe identity in a predominately Luhya region. When the violence erupted her house was torched and she and her two-month-old baby boy barely managed to escape alive. She was forced to relocate to an IDP camp where the living conditions were poor and she did not have enough food for her and her baby. Under these living conditions, her child became ill with a suspected case of pneumonia. The child's condition deteriorated so much that she had to risk taking him to a hospital in the Kakamega district despite the hostility. Upon her arrival at the hospital, she was shocked by the reception she received after registering the Kikuyu name of the child; the charge nurse refused to treat him and told her to take him to a Kikuyu hospital. Sadly, the child died and the woman continued to face roadblocks when attempting to make burial arrangements. Once things had settled down and she moved out of the IDP camp, she found herself frequently seeing the charge nurse who had refused to treat her son in the neighborhood where she was living. She became a participant of the mobile cinema screenings and after attending the sessions, the woman's mentality began to change. She witnessed a fellow participant admitting his guilt in destroying his neighbor's property and asking for forgiveness. The exchange touched her and she decided to confront the nurse from the hospital. The two women talked, and the nurse from the hospital admitted her mistake. The woman who had lost her baby invited the nurse to come to the next mobile cinema screening with her. They went together and have now reconciled and live in the same housing complex. The woman whose baby died expressed that she would not have forgiven the nurse had it not been for *The Team*. Similarly, the nurse has joined groups that are at the forefront of fostering peace and reconciliation and no longer grants or withholds her nursing services according to tribal affiliation.

Additionally, participants reported that they gained skills in counseling; conflict resolution methods; decision making and planning; leadership; how to forgive; and how to recover from trauma, such as many hardships that happened during the post election violence. Specific examples of these changes included living in harmony with neighbors; the reduction of idleness of youth; perpetrators of post-election violence apologizing to their victims; talking to children about peace and unity in school by utilizing *The Team* methodology; reducing anger and plans for revenge by victims, instead offering forgiveness to perpetrators; and a taxi driver charging the same rate for all tribes when he used to charge some more. People reported developing

individual confidence and self discipline and learning how to accept responsibility for your own actions.

To illustrate these transformations, below is a story from Kisumu that reflects how citizens were inspired to motivate youth in the direction of *The Team*'s objectives:

After the Anglican Church of Kenya hosted mobile cinema screening sessions, some of its members became inspired to extend the reach of *The Team* by implanting screenings in the Maseno South. They have created a group that will monitor the seventy participants of the mobile cinema screening to find out what they have done through formal interviews. The activities will be clustered into groups such as education, leadership and entrepreneurship and these clusters will serve as a basis for discussions and counseling sessions among youth. The church has created the 'Pasaka' award, which was created to give to youths to motivate them to enhance the spread of peace and communal coexistence as well as create public awareness on human rights. Winners of the award will be selected by leaders conducting the discussions.

Indicator 2.1. of the Logframe measures the increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities. The examples above, and more examples cited later in the report, in addition to quantitative results from the survey, provide evidence that *The Team* and the mobile cinema screenings have been successful in building the ability of citizens to problem solve around issues raised in the drama.

### **3.3. Actions Resulting from the Mobile Cinema Screenings**

Mobile cinema participants identified the following effects on - or **actions taken by- civil society** organizations as a result of the mobile cinema screenings:

- acquisition of knowledge on peacebuilding
- the inclusion of different tribes in groups that had previously been limited to only one;
- the mobilization of games, songs and new groups/teams that preach peace and unity;
- contributing money in times of need;
- the provision of training on the teaching of human rights, children and women's rights;

- creating a borehole of water to assist with shortages;
- a sense of togetherness in the workplace;
- the formation of peace-networks and peer education groups;
- the holding of talks on HIV/AIDS;
- the provision of education on steps to take after rape;
- the dissemination of information; and
- the provision public education in general.

Indicator 6.1 of the Logframe measures the increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*. The information provided by citizens about such actions demonstrates movement in the right direction. It will be important to follow up with evaluation to assess the substance, reach, sustainability and continuity of these actions.

It should be noted however, that participants from Kisumu reported that nothing is being done by civil society organizations to facilitate reconciliation. According to participants, these organizations are rather participating solely to make money from sponsors yet never act on problems. It was further suggested that civil society organizations form a united consortium and work together as a team.

### **3.4. Effects on Government Agencies**

There were conflicted responses among the seven focus groups concerning the effects the mobile screenings and *The Team* have had on **government agencies**. Participants from the Eldoret, Kisumu, Nakuru and Mombasa mobile screening sessions expressed that they are unaware of any actions taken by government agencies. The reasons for this response included that government agencies did not attend the mobile cinema screenings or perhaps did not watch *The Team*. Respondents from Kisumu stated that government agencies want to avoid blame and do not respond to public cases; for example, when a police officer commits rape, the case is always covered by their commissioners. They also expressed that the legal system is still unfair because only those with money can afford lawyers and that the government fails to respond to such injustices. However, participants from Nakuru felt that simply by allowing the screenings and

discussions and not inferring, the government was positively contributing. A suggestion was made that the next mobile screening sessions involve government officials.

On the other hand, respondents from Naivasha, Nairobi and Kakamega identified positive actions that had been taken by government agencies. The sub-chief and several police constables had been invited to the mobile screening in Naivasha. Participants specified the following actions on behalf of the government:

- concentration on tribalism and corruption;
- preaching peace and reconciliation in public forums;
- implementation of clearer standards on the provision of service in government offices;
- implementation of clearer procedures following a case of rape;
- increased emphasis placed on youth including the programs for the creation of youth employment opportunities;
- emphasis placed on law and order; responding swiftly to emergencies;
- and the introduction of a rape help desk at police stations.

One example provided of advocacy in public forums entailed a ‘chief’s baraza’ where local administrations have gathered to address issues such as security, health and education that are affecting society. During these forums, participants are provided with the space to talk about the issues addressed on *The Team* and those who have not seen it are encouraged to do so.

Indicator 4.1 of the Logframe focuses on officials’ demonstration of respect for human rights and the rule of law, for victims of rape, police impunity, class and gender divide, and who can link it to viewing *The Team* and/or involvement in outreach activities. The discussion above shows that as a result of the mobile cinema screenings, government officials have taken action to engage with the community in an open forum to address issues listed in the indicator.

### 3.5. Areas for Improvement

Suggested areas for improvement with the mobile cinema screenings may be grouped into four categories:

1. Specific changes to various aspects of the show's dynamics;
2. Changes to *The Team*'s airing and scheduling;
3. Themes to add to the show or that need more emphasis;
4. Enhancing the promotion of *The Team*'s programming.

#### 3.5.1. *Specific changes to various aspects of the show's dynamics*

This category includes programming changes, improvements to expand target population and some technical improvements. The most commonly expressed answers concerned improvements directed at making the screenings available to more people and timing and frequency changes in screening intervals and the screening sessions themselves. Among suggestions for making the screenings available to more people were increasing the number of people who participate in the mobile cinema screening;

- translating the show (entirely) into Kiswahili and other local languages due to the fact that many Kenyans do not understand English;
- adjustments to enable the participation of marginalized groups (such as the deaf);
- bringing the mobile cinema to 'grassroots' and rural areas as well as IDP camps;
- giving out DVDs to participants that they can bring back to their communities and share; holding evening screening sessions;
- and taking screenings to schools and police training colleges.

One contradiction arose in that some mobile screening participants desired a permanent screening venue while others called for more rotation from one place to another.

In terms of suggested changes for *The Team*'s programming, participants expressed that they would like to see more focus on the players lives; different teams playing; cast members should

take their role seriously; local people should be considered for acting in the drama; creating more suspense for the audience; filming should be rotational; and more focus should be concentrated on dealing with the issues of allowance adjustment, real consequences for characters, drugs, rape, religion and the police. Suggested technical improvements included uniformity of picture and sound projection and a soundtrack in the background. Finally, some suggested that some of the players from *The Team* be present at the screening sessions as well as field experts, such as people with a legal background, to assist in answering participants questions regarding the issues addressed in the show.

### ***3.5.2. Changes to The Team's airing and scheduling***

Suggestions for this category, regarding changes made to the show's airing included airing it after the news and airing it on all TV channels, including ones in various languages, as well as making it available on the internet. Changes proposed in terms of ways of improving and extending the reach of the mobile screening sessions were involvement of government officials; open forums being created where youth, government officials and civil society can discuss issues and themes addressed in *The Team*, but not watch the screening; video coverage of the discussions that can then be aired on television or shown in other provinces so that more people can learn from other's experiences; the holding of inter-provincial discussions were focus groups from different regions can unite in order to form bonds between people from different provinces; more inclusion of elderly people in lieu of the importance of their role in society; and the provision of certificates/tags to mobile screening participants. The ideas to have inter-provincial discussions/exchange programs and record focus group discussions to be later aired were the most common among these.

Timing and frequency changes for mobile cinema screenings were proposed with respect to two issues: the interval length between screenings and the length of time provided for screening sessions. Many participants suggested that two to four screening sessions be held per month rather than one, spaced one to two weeks apart rather than a month. There was a consensus that more time for discussion after the screening would be beneficial for the experience of the participants.

### ***3.5.3. Themes to add to the show or that need more emphasis***

Responses in this category suggested more emphasis be placed on the issues of HIV/AIDS; unemployment; abortion; the advantages of not having tribalism; human rights; constitutional affairs; drug abuse; rape victims; laws on women's rights and children's rights; peer influence; corruption; and Kenya's economy.

Suggestions were also made to improve the representation of tribes and races (many commented that various races such as Arabs, Hindus and Somalis as well as other tribes were not represented); not use a particular character to depict a vice since it was interpreted that *The Team* used a particular group of people to show drug abuse; not to kill off funny characters so quickly (i.e. the priest); using games other than football to address the themes as not all people like football and certain games are associated with certain groups; naming the characters in the program after local communities' names; include a disabled character in the show because they suffer from a lot of human rights abuses; and to make Lulu more active in the show and include more children.

### ***3.5.4. Enhancing the promotion of The Team's programming***

Finally, under the fourth category, participants suggested that billboards be put up and road shows (such as games) be conducted in order to create awareness of *The Team*. It was also proposed that DVDs be given out to video cinemas and estates to be aired freely. Some of the suggestions mobile cinema screening participants had for *The Team* organizers re-articulated sentiments that had been discussed in the question regarding areas needing improvements (Question 4). These answers included translation of the show into Kiswahili; more time allocated for discussions; the provision a DVD of *The Team* to participants so that they can show it to others in their communities; considering local citizens to act in the drama; and holding more screening sessions.

When asked to provide any final comments, many participants expressed support of *The Team's* programming. Participants from Kakamega went as far as to say that *The Team* drama is the best thing that has happened for Kenyan society during the current time period. It was articulated that the show is effectively transforming Kenyan culture from one of hatred and tribalism to one of love and unity. *The Team's* organizers were encouraged to continue the



programming and to make as many programs as possible that entail educative messages to youth, who are often used by politicians to propagate violence.

Some additional suggestions were made which included the program being aired over the weekend so that students can see it; the provision of training on conflict management to enable them to be good facilitators during peace-building activities; the provision of higher amounts of transportation compensation to participants; that focus be placed on regional problems such as poverty and insecurity in the upcountry; and that organizers considering financially supporting the facilitation of community parliaments to help in the sensitization of local communities on human rights.

Finally, participants from Naivasha expressed specific requests in the context of their area. These requests were to provide Naivasha with a TV and DVD player as well as a CD of *The Team* so they could extend the outreach of *The Team*; help them to reach as many people as possible, including youth working in flower farms who have not been exposed to the drama; host talent shows for youth to have the space to demonstrate what they can do, hence creating confidence to get employment; encourage involvement in Naivasha in other activities such as drama, football tournaments, cultural dances and netball, which are established activities that were inspired by *The Team*; and to include at least one person from Naivasha in an episode.

## 4. Survey Results

Two different versions of the survey were distributed among respondents, each with their own particular focus. Version 1 dealt primarily with issues surrounding perceptions, knowledge and attitudes with respect to several of the issues addressed in *The Team* including tribalism, rape, conflict resolution, unity and teamwork. Version 2 focused on actions and changes related to good governance and the rule of law as envisioned in the Logframe objectives. The results from each of these surveys as they relate to *The Team*'s themes will be explored in the following two sub-sections.

### 4.1. Survey Version 1: Results Regarding The Team Themes

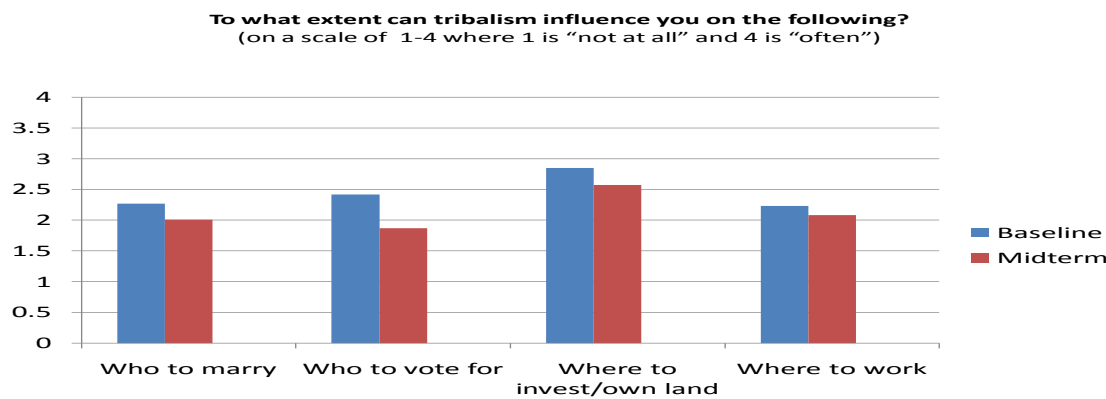
This section is organized according to various themes addresses in *The Team*. The section includes a summary of the major findings, and the statistically significant differences between baseline and midterm results. The specific tables with figures and statistical significance are included in Appendix 2. In addition, when appropriate, cases of action and transformation which relate to each theme are included

#### 4.1.1. Identity and Tribalism

- No significant differences existed between the baseline and midterm figures for the various factors influencing **identity**, except for tribalism where midterm scores were higher than those of the baseline (this perhaps reflected an increased awareness among midterm respondents of the significance of the tribal factor)
- One exception to this was in Kakamega, where based on demographic comparisons, there was a statistically significant change among the Kakamega respondents where scores for the influence on **identity** of, not only tribe, but also religion, gender, socio-economic status and nationality were higher in the midterm. In terms of the influence of the same factors on **personal values**, scores for the midterm were significantly higher for Media (T.V, movies, Radio, Newspapers), Peers and national leaders (as with the previous set of questions, respondents from Kakamega reported higher influence in the midterm survey. The same was true for older respondents).

The Kakamega results require further qualitative assessment in order to understand the factors that led to higher and broader midterm scores compared to other areas.

- When asked about their **actions when wronged** by someone from their own tribe, the midterm results did not reflect any statistically significant changes from the baseline results. However, there were examples where some respondents in the midterm survey reported seeking legal action or reconciling when wronged by someone from their tribe. (the same was true regarding the questions about their actions when wronged by someone from another tribe: no statistically significant change occurred).
- When asked about the **influence of tribalism on personal decisions**, midterm results showed significant changes in a positive direction regarding decisions on whom to marry, who to vote for and where to invest/own land. A good number of respondents who expressed this were males, older respondents, and those with the highest level of education. The chart below illustrates these results:

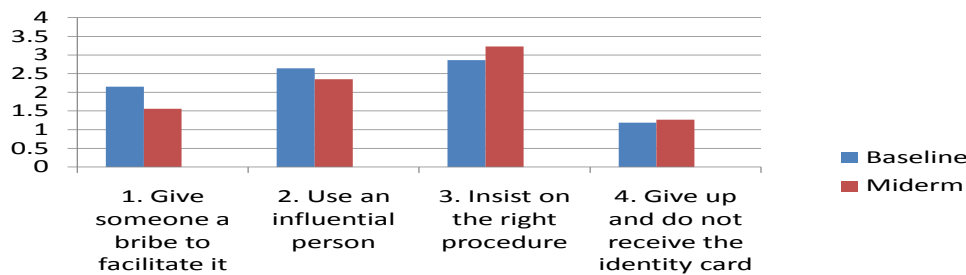


Indicator 3.1. of the Logframe measures the increase in the number of viewers and/or outreach participants who demonstrate a desire to improve tribal and local relations, linked to viewing *The Team* and participation in outreach activities. The baseline-midterm comparison above shows viewers' tendency to decrease the role of tribalism when making crucial decisions, which would result in improved tribal relations. These quantitative results are corroborated by the qualitative information gathered with the survey, focus groups and in Cases of Action and Transformation.

#### 4.1.2. Corruption

- When asked about **how to handle a difficult situation in a government office**, the overall comparison between midterm and baseline evaluations showed a positive change in attitude of respondents. There was a decrease in the tendency to ‘give bribes’, ‘use an influential person’ and an increase in ‘insisting on the right procedure’ Respondents from Naivasha and women greatly portrayed that attitude change. The following chart shows these changes:

When you are faced with a difficult situation with a government office (for example, needing to receive an identity card quickly), what would you likely do?  
(on a scale of 1-4 where 1 is “not at all” and 4 is “often”)



Indicator 2.1. of the Logframe measures the increase in the number of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities. The results above demonstrate improved capabilities to address issues of corruption, which is one of the main themes addressed in *The Team*.

#### 4.1.3. Gender and Economic Divides

- When asked about the extent that **issues of gender** were of concern to them, respondents showed a significant increase in concern in the midterm This was particularly significant for men and for respondents from Mombasa.

- For the question about the concern about the **economic divide**, a slight increase, albeit not significant, took place in the midterm survey. This was particularly significant for men and for respondents from the oldest age group (36 and older).
- There were no significant changes in respondents' responses to the questions about the extent to which the economic and gender divides affect access of the poor and of women to resources and services. Demographic comparisons showed little consistent significant changes, mainly among respondents from Kakamega and Kisumu whose scores on the effects of the economic divide increased on a couple of items in the midterm survey. For the gender divides, scores for respondents from Nairobi dropped significantly for several items in the midterm survey.

#### **4.1.4. Unity and Teamwork**

- When asked the question: *“Taking into consideration the significance of tribal affiliation in Kenya, what do you think of the following statement: **“Together everyone achieves more?”**”* the score for this statement increased significantly in the midterm survey showing a higher agreement that unity and teamwork would bring good to all. This was particularly significant for men and for respondents from Kisumu.

In addition to the positive survey results, as a result of the mobile cinema screenings, here is one case of action and transformation reflecting teamwork and unity across tribal lines:

This is the story of Rashid Gakucha. Rashid had been the selected member of his youth group to attend a mobile cinema screening of ***The Team***. He went into the process with the hope of improving his leadership skills and gaining new ideas on how to deal with tribal tensions among his group that was threatening its unity. Through the knowledge he gained during the screening sessions and related activities, he went back to his youth group and worked to promote the strength of each tribe and play down the differences. He developed short skits using ***The Team*** idea that were presented in a peace festival with the aim of communicating a message of peace to youth. Finally, he organized soccer matches among youth from two communities that were in the middle of a water conflict in order to transform the conflict.

#### **4.1.5. Reconciliation and Conflict Behavior**

The survey included questions about respondents' approaches to conflict. The midterm scores for these questions showed that:

- Preference for going to court and going for a neutral third party decreased significantly compared to the results of the baseline research, while preferences for other approaches remained similar across the two surveys. This perhaps reflects a continued distrust of the justice system and the concept of a neutral third party.
- The approach of “**negotiate with the other party**” received the highest score among all approaches in both baseline and midterm surveys (average scores of 3.30 and 3.29 respectively on a scale of 1-4 with 1=not at all and 4=often). This finding suggests that there is sufficient awareness of the benefits of using negotiations and similar non-violent approaches to conflict. *The Team* may consider infusing elements of useful negotiation skills whether in the drama or in mobile cinema screenings.

The impact of *The Team* and its mobile cinema screenings on reconciliation and on reuniting people is well documented in the following story from Eldoret:

This case from Eldoret involves the strife of an intertribal marriage during the post-election violence in 2007-2008. Muiru and Hellen had been married for 4 years and just had a newborn baby when the violence started. Muiru was from the Kikuyu tribe while Hellen from the Kalenjin tribe. The Kalenjins believed that the Rift Valley Province belongs to them, which includes Eldoret, and thus had been trying to evict Kikuyus who lived there. The couple had been living in Tambach, the interior part of Eldoret, where Hellen had grown up. When violence erupted, the family became a target due to Muiru's tribal background. Hellen took herself and her children to her parent's house to ask for refuge. Her father would not accept her children in the house, deemed Kikuyu because of their father's blood, and hence Hellen was forced to find another way to escape. Meanwhile, her husband was being hidden in the house of an elderly neighbor. Tension increased when Kikuyus members killed Kalenjin men and their bodies were brought to Tambach for burial. The neighbor's house was in danger because it became known that she was harboring Muiru and so he made arrangements to go to the IDP camp in Eldoret. Hellen managed to escape as well, however was not accepted in the IDP camp because she was Kalenjin, while most of the refugees Kikuyus. With nowhere to turn, the couple thought they might have to split up. However, after attending the mobile cinema screenings of *The Team*, Muiru decided to go back to his

family home and try to make peace. Through *The Team*, they were able to make peace with his family and forgive their families and friends who had shunned them during the violence.

#### **4.1.6. Rape**

- The comparison of midterm and baseline results for the series of questions about what a woman should do if she was raped reflected an overall improvement, with statistically significant changes regarding cleaning herself (7.6% in midterm, down from 14.2% in baseline) and preserving evidence (70.5% in midterm, up from 57.8% in baseline). These improvements in knowledge and attitudes were particularly significant among women.
- The results also showed a significant increase in the midterm score regarding the perception that a women in such situation would not know what to do (an increase from 1.2% in the baseline to 6.2% in the midterm).
- Most respondents (about 75%) reported that rape victims were not treated fairly in the justice system. In terms of demographic comparisons, only respondents from Kisumu showed significant increase in reporting that rape victims were not treated fairly (showing an increase from 58.9% in the baseline to 90% in the midterm survey).
- Another significant and positive change related to the youngest group of respondents and to respondents from Naivasha; their scores on “Immediately clean herself to avoid contamination or infection” dropped significantly in the midterm survey. Respondents from Kakamega, middle-age group (26-35 years old) and respondents with the highest level of education also improved their score significantly regarding “Preserve any evidence that the rape took place.” Respondents from Eldoret reported improved scores on “Seek counseling.”

The issue of rape, as evident from SMS messages and messages posted on electronic media, has touched people on a deep level. It is not surprising to see this improvement in their perceptions, attitudes and knowledge about how victims should handle a rape crime. This further suggests that effective changes to attitudes, perceptions and knowledge are possible via the TV and radio

drama, and are not always dependent on the added dosage of mobile cinema screenings. This is confirmed by the fact that there are no statistically significant differences among midterm respondents based on the dosage of their *Team* exposure.

#### **4.1.7. Mob Justice**

- In terms of the most effective way to deal with militias/vigilantes most respondents' attitudes changed towards favoring banning them less, and favoring registering them more. Most respondents who advocated for these were women, and those with secondary level of education. Respondents from Kakamega, and respondents in the middle group of age (26-35) were significantly more likely to favor registering them in the midterm survey.

The following example from Nairobi illustrates how a group of youth who formed a gang, have transformed their actions as a result of taking part in *The Team*'s mobile cinema screenings:

This is the case of the LEBA group. First-hand information was received from some of its group members, who attended *The Team* focus group discussion. The LEBA group was formed as a result of young men gathering at the entrance of the Kibera slum near the chiefs' offices because they had no jobs. They used to snatch handbags from women as well as other personal items like mobile phones and money. This group was widely feared and nobody wanted to walk in Kibera past seven o'clock as a result of that fear. During the post-election violence, the group members turned against each other and due to the dominant number being Luos, they chased away the Kikuyu who were living in Kibera. After watching *The Team* through the mobile cinema screenings, they decided to transform their lives. They now involve themselves in entrepreneurial activities through various projects such as selling water to the community, growing vegetables to sell, rearing chickens and offering sanitation facilities (for example toilets) for a fee. All these activities have helped them to improve their living conditions and economic standards. These groups have also registered themselves with the government as a legal group and hence are no longer gang groups.



#### 4.2. Survey Version 2: Results Regarding The Team Themes

As mentioned above, Version 2 of the survey attempted to capture the actions and changes related to good governance and the rule of law resulting from *The Team*. This was done largely through five questions related to 15 themes addressed in *The Team*. The questions posed reflected the following Logframe objectives:

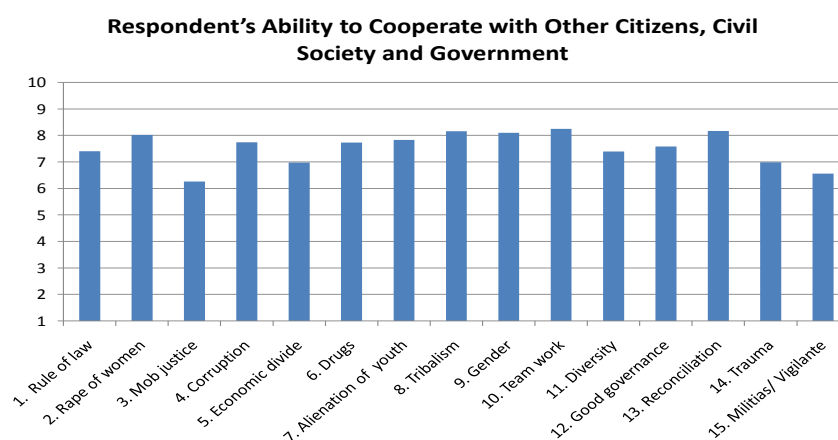
- Respondent’s ability to cooperate with other citizens, civil society and government to address the 15 issues
- Respondent’s ability to solve problems around each issue
- Respondent’s understanding of human rights regarding each issue
- Respondent’s ability to claim rights with respect to each issue
- Responsiveness of government officials relating to each issue.

The following chart provides a summary of the mean ratings recorded for each question relating to a specific ability, understanding or responsiveness on behalf of the respondent or the government in the context of each of the 15 themes. Responses to each of these questions were measured on a scale of 1-10, where 1 means ‘not at all’ and 10 means ‘very much’.

Issue	Respondent’s Ability to Cooperate with Other Citizens, Civil Society and Government	Respondent’s Ability to Solve a Problem	Respondent’s Understanding of Human Rights	Respondent’s Ability to Claim Rights	Responsiveness of Government Officials
1. Rule of law	7.40	6.48	7.20	7.01	4.90
2. Rape of women	8.02	7.59	7.78	7.76	5.27
3. Mob justice	6.26	5.75	6.55	7.90	4.45
4. Corruption	7.74	7.09	7.77	7.18	4.12
5. Economic divide	6.97	6.40	6.58	6.36	3.86
6. Drugs	7.73	7.22	7.51	7.17	5.05
7. Alienation of youth	7.83	7.37	7.25	7.21	4.91
8. Tribalism	8.16	7.55	7.89	7.43	4.51

Issue	Respondent's Ability to Cooperate with Other Citizens, Civil Society and Government	Respondent's Ability to Solve a Problem	Respondent's Understanding of Human Rights	Respondent's Ability to Claim Rights	Responsiveness of Government Officials
9. Gender	8.10	7.60	8.03	7.72	5.70
10. Team work	8.25	8.15	7.86	7.82	5.08
11. Diversity	7.39	7.13	6.98	6.89	4.72
12. Good governance	7.58	7.24	7.34	7.34	4.25
13. Reconciliation	8.17	7.89	7.82	7.49	5.21
14. Trauma	6.98	6.75	6.96	6.91	4.32
15. Militias/ Vigilante	6.56	6.16	6.35	6.47	4.69
Total Averages	7.54	7.09	7.32	7.24	4.74

#### 4.2.1. Ability to collaborate with other citizens, civil society and government



Respondents' answers varied in response to the question regarding how 'ability to collaborate with other citizens, civil society and government to address the identified issues'. Overall trends suggested that survey participants demonstrate most confidence in collaborating with others to address rape of women, tribalism, gender, teamwork and reconciliation. The mean rating for

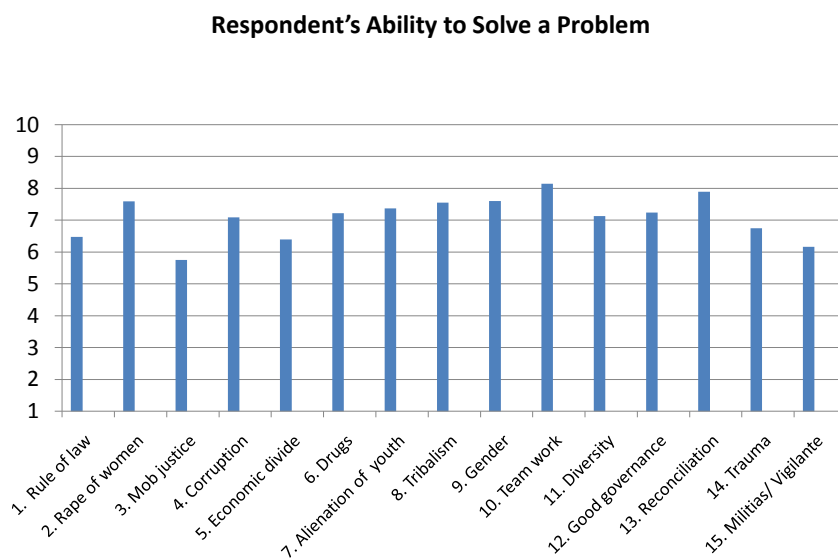
each of these issues was over 8. On the other hand, mob justice, economic divide, trauma and militias/vigilantes received relatively lower scores; mean ratings for these themes were below 7. Please refer to the above chart for exact figures.

There were no significant trends observed for this question when comparing responses among comparison groups. Some of the minor variations recorded were that on 3 of the 15 issues – rule of law, alienation of youth and diversity, - men felt more adept in collaborating with other citizens, civil society and government. Similarly, Eldoret ratings fell below that of other locations on 3 of the 15 issues (diversity, gender and economic divide).

The following example from Nakuru highlights the effectiveness of mobile cinema screenings, and *The Team* in fostering inclusiveness:

A number of men in the focus group decided to come together and form a group to play football. They had been inspired by *The Team* idea and through participating together during the mobile cinema screenings. Their football team initially included only hawkers (business people who sell their merchandise along the streets), but it has since expanded to include other people. Their goal was primarily to have people from different tribes come together to have fun through football. The Team meets and holds tournaments every Sunday afternoon, from time-to-time even contributing money so that they are able to buy gifts and footballs to give to the winning teams. According to some of the players, this team has united people from various tribes in Nakuru through a common love of football. The coach of The Team said that in future they would like to involve more people and invite speakers to come and talk to them on peace and conflict issues.

#### 4.2.2. Ability to solve problems around each issue



In response to questions on their ‘ability to solve a problem around each of these 15 identified issues’, respondents indicated they had a greater ability to solve a problem (with a mean rating of 8.15). Reconciliation was also highly rated overall, achieving a mean score of 7.89. The issue of mob justice stood out as being more difficult to solve a problem around; it was the only issue to receive a mean score below 6. Mean ratings regarding responses assessing respondents’ abilities to solve a problem around all other issues ranged between 6 and 7. Please refer to the chart above for more information.

The most notable variation from the overall trends was observed in the comparison of responses between geographical areas. Survey respondents from Kakamega and Mombasa frequently did not demonstrate as much confidence in their ability to solve a problem as respondents from Kisumu, Nairobi and Nakuru. Mombasa recorded lower ratings related to problem solving around issues of corruption, economic divide, tribalism, diversity, reconciliation and militias/vigilantes. Kakamega’s respondents did not express confidence around the issues of rule of law, good governance and trauma. Kisumu, Nairobi and Nakuru all comparatively reported higher ratings on these issues.

Additionally, another minor distinction among comparison groups was the tendency for survey respondents who had not been exposed to *The Team* to express less confidence in their ability to solve problems around mob justice, drugs and the alienation of youth. This may indicate that *The Team* is particularly effective at changing viewer's perspective of their ability to solve a problem around issues related to youth and delinquency.

When respondents were asked to assess their desire to improve tribal and local relations, the mean rating expressed was 9.62. There were no notable variations among any comparison groups. Clearly, there is a strong desire to move beyond tribal and local divisions.

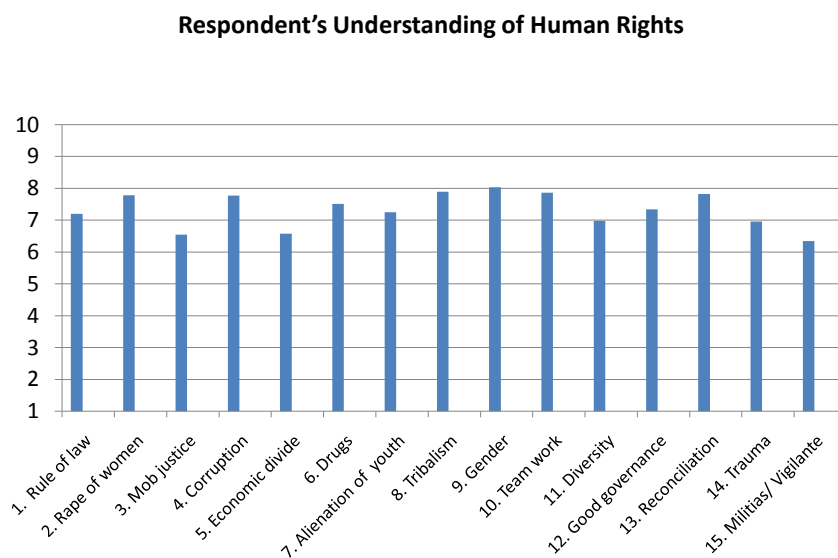
This ability to problem-solve around issues of tribalism, and to reconcile in spite of traumatic events of the post-election violence was enhanced by both *The Team* show on TV and by mobile cinema screenings, as shown in the two stories below from Nakuru and Naivasha:

During the post-election violence tribal tensions arose in a neighborhood composed of different tribes (comprised of Kikuyus, Luos, Kisiis and many others) that had previously been living together peacefully. Youths who had come to oppose Luos claimed that they had information that there was a Luo staying in the neighborhood and they wanted him ousted. One man by the name Omondi, who participated in the focus group, had a wife who was suffering from a bad relationship with a neighbor. When the youth came for the Luos, the neighbor's wife, who is a Kisii, told Omondi's wife to 'get back into the house because they and their tribes are the cause of the conflict that is happening'. From that day on, the relationship between the two women became estranged and was not restored even after the conflict had diminished.

Omondi's wife began watching *The Team* on citizen television, mostly because she knew her husband was involved in the focus group. When she saw how the theme of tribalism was dealt with in *The Team* and after talking to her husband, she was inspired to reconcile with her neighbor. She went to the Kisii woman and discovered that this neighbor needed a friend more than ever – her husband was ill and she did not have enough food to feed her children. Eventually the neighbor apologized for speaking so rudely to Omondi's wife. Omondi's wife was a good friend to her neighbor when her husband passed away and they currently remain good friends.

This case involves the story of Margaret Nanjala. Margaret and her family have lived in Karagita, Naivasha for 19 years and she is the mother of 8 children, of which only 3 are alive today. Margaret lost her husband in 2007 and had since been living with her two younger children and her husband's 21 year-old nephew. Her husband his nephew were Luo and Margaret comes from the Luhya community. When the post-election violence erupted, chaos broke out in Naivasha and tensions arose between the Kikuyu, Kalenjin and Luo. One morning during the violence, Margaret's husband's nephew woke up and went outside, but quickly fled back into the house after he heard a mob singing the song they traditionally sing before they make a kill. Unfortunately, they had spotted him and followed him into the house. They dragged him outside again and cut him with machetes and beat him with building stones until he was dead. Margaret was witness to all of this, and was pained and shocked to see many young men that she knew in the mob. After attending the burial in the Western Province she returned to find her house empty; everything had been stolen. She decided to go to the Kedong IDP camp, where they were promised two separate monetary allowances, the first amount equaling 10,000 shillings and the second 35,000 shillings. She was provided the first sum, but not the second, and has been waiting on the second to re-settle in her home town. She was chosen to attend the mobile cinema screenings where she witnessed people who had been perpetrators of violence repenting and wanting to live peacefully with other tribes. Through the experience she felt she ought to forgive the people who she saw kill her nephew; she learned that wrongs need to be forgiven, no matter how painful the action. Margaret would like to see a Kenya not built around tribalism and now feels that teamwork is essential. She has gone on to organize football clubs for girls, a drama club, a netball club and a dancing troupe where people from different tribes can integrate and be together. She is now an active member of the chief's meetings and on the local municipal development community and is working to change the attitudes of people towards seeing others as individuals rather than someone from a different tribe.

### 4.2.3. Understanding of human rights regarding each issue



In relation to the 15 themes identified above, survey participants were asked to rate their understanding of human rights. Overall, respondents identified gender as being the issue that they had the most understanding of in relation to human rights; it was the only issue that incurred a mean rating higher than 8.

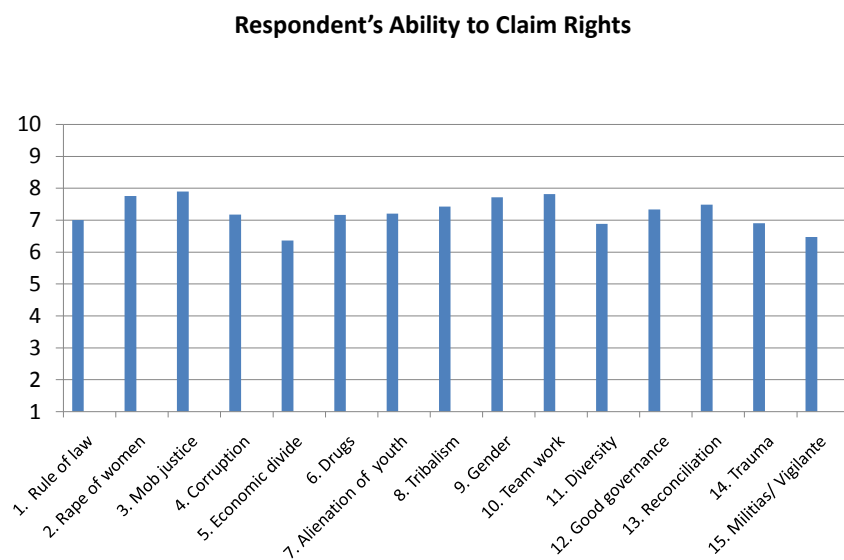
Other issues that received a relatively high rating in the context of this question were tribalism, teamwork and reconciliation. The issues of militias/vigilantes, mob justice and economic divide received mean ratings between 6.3 and 6.6, indicating that participants had a relatively lower understanding of human rights regarding these issues.

A significant distinction was identified between the responses provided by men and women; the trend indicated that men perceived a better understanding of human rights in the context of mob justice, economic divide, alienation of youth, diversity, good governance, trauma and militias/vigilant. This trend applied to nearly half of the identified issues.

The impact of mobile cinema screenings on citizens' actions regarding human rights is illustrated with this example from Kisumu:

The Legal Resource Foundation (LRF) is an independent, Kenyan-based human rights organization that promotes justice through human rights education, research and policy advocacy initiatives. The coordinator of the LRF attended the mobile cinema screening of *The Team* drama and was very impressed by the approach the show takes on addressing the issues affecting the common Kenyan citizen. The coordinator was subsequently inspired to implement a similar LRF project that focused on sensitizing the public on their rights and alternative conflict resolution. To date, the LRF has trained two paralegal and five peer educators on the issues addressed in *The Team*. They are planning to conduct counseling sessions a few hours before the mobile screening sessions with the aims of attracting more youths and reaching a greater audience. The organization also plans to take *The Team* drama to different locations in the province to continue creating awareness and reach populations who suffer at the hands of social injustices and human rights abuses.

#### 4.2.4. Ability to claim rights with respect to each issue



In close relation to participants' understanding of human rights, they were also asked to assess their ability to claim rights regarding the aforementioned issues. There was less variance



between the mean ratings expressed for this question as opposed to the range observed in others. Indeed, the highest rated issue in relation to participants' ability to claim rights was mob justice, with a mean rating of 7.9, and the lowest was economic divide, with a mean rating of 6.36. All other issues received a mean rating between these two figures. What is perhaps most important to note here is the significance of mob justice being the highest rated theme in relation to respondents ability to claim rights, for in all previous questions, this issue received a mean rating that was comparatively lower than other issues.

Although there were scattered variations among comparison groups, the only significant distinction observed was among the four different dosage groups. In relation to four of the identified themes (rule of law, alienation of youth, drugs and trauma), respondents who had not been exposed to *The Team* expressed lower confidence in their ability to claim rights than groups who had watched more of the drama. Respondents who had watched almost all of *The Team* at home reported comparatively more ability to claim rights on these issues. Additionally, women perceived a better ability to claim rights regarding the rape of women than men. This was the only area where women displayed expressed more confidence in their abilities/understanding than men.

The story below from Nairobi, shows the effect of *The Team* and mobile cinema screenings on the ability and courage to claim rights even for those who were once deemed enemies:

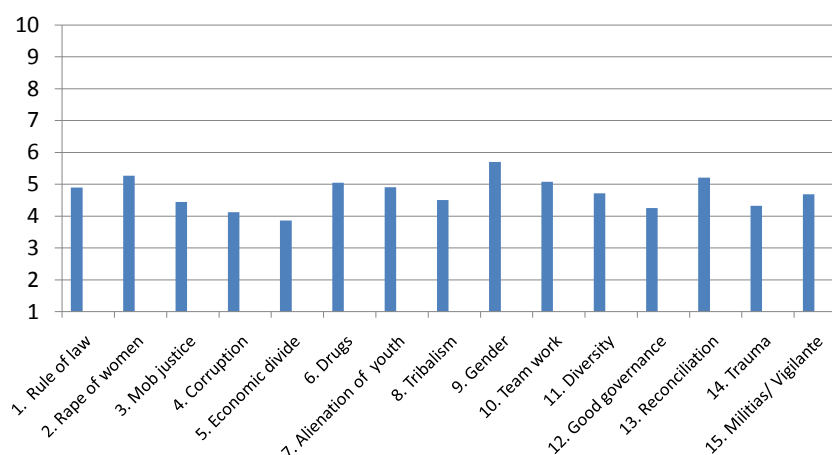
This is a story about an elderly man, Joseph Muganda. He is a Luhya who used to live in Katwekera village in a place called Muganda. Joseph had lived in Katwekera since he was a young man and grew up to marry another Luhya. During the post-election violence, Joseph and his family were among the people chased out of Kibera by the young men from the Luos tribe. Because the Luos outnumbered the Kikuyu, they had come to believe that Kibera belonged to them and not to the Kikuyu. Joseph Muganda had owned most of the houses in this area. After he had been chased out of Kibera, the houses that he had owned were either seized by the Luos or burnt down. He lost all his properties. After being driven out they had nowhere to go, so they went to live as IDPs at the chiefs' camp in Kibera. After the youths who had perpetrated the violence watched *The Team*, they realized that the people they had chased out were their brothers and sisters and that all of them suffered from economic problems that could not be solved by running the Kikuyu out of Kibera. They went to the IDP camps and asked the people they had chased away for reconciliation, allowing them to come back to their homes. Although they were allowed to

come home, many of the evicted people were unable to regain all of their properties because Luos had taken most of them that had not burnt down during the violence. Despite being allowed to come back home, Joseph Muganda did not get back all of their property. So far he only has possession of two houses, where he, his wife and other children live. Joseph has learnt to forgive those who chased them from their home, but he still wants justice to prevail whereby some of his property that was taken away be returned.

Indicator 5.1 of the Logframe measures the increase among the general viewing population of their perceived understanding of human rights and their ability to claim rights for victims of rape, police impunity, ethnic/tribal, gender discrimination and mob violence, linked to viewing *The Team* and participation in outreach activities. The results above show that midterm survey respondents consistently rate their ability to claim right for victims of rap high. This is corroborated by results discussed under “Rap” above which show that respondents are more knowledgeable of what women should do when they become victims of rap crimes.

**4.2.5. Responsiveness of government officials relating to each issue.**

**Responsiveness of Government Officials**



Finally, respondents were asked to assess the responsiveness of government officials regarding the 15 identified issues. The overall mean values expressed for each of the issues were significantly lower than those in questions relating to respondents' own abilities; mean values ranged from 3.86 to 5.7. The lowest and highest rated issues in relation to the responsiveness on behalf of government officials were economic divide and gender, respectively. Rape of women, drugs, teamwork and reconciliation received mean ratings between 5 and 5.6. Remaining issues received ratings between 4.1 and 4.9, with the issues of corruption, mob justice, good governance and trauma being on the lower end of this group.

Major variations were witnessed among geographical location and dosage groups. Survey respondents who had not been exposed to *The Team*'s programming reported seeing less response from government officials on the issues of mob justice, corruption, economic divide, drugs, tribalism, teamwork, diversity, good governance, reconciliation and trauma.

In contrast, respondents who had watched almost all episodes at home reported higher levels of responsiveness from government officials on these issues. Survey participants who had watched only a few episodes of *The Team* also expressed more responsiveness on the government's behalf on some of these issues, however to a lesser extent than those who had watched all episodes.

In terms of geographical location, distinctions were very significant. On almost all issues, respondents from Naivasha reported more responsiveness from the government than any other geographical location.

On four issues – rule of law, mob justice, corruption and good governance – all locations reported significantly less government action than Naivasha. In the context of all other issues, selected locations reported lower levels of government action in comparison to Naivasha, Kisumu being noteworthy among these.

As will be discussed in the Recommendations Section, more direct effort with government and civil society is needed in order to ensure that the positive results that have been achieved with citizens and community groups will also reach officials. The example below demonstrates the potential of *The Team* to influence key government agencies because of the model it sets for addressing significant matters in the society:

### ***National Secretariat Committee on Peacebuilding and Conflict Management***

This governmental steering committee, affiliated with the Office of the President, is composed of government officials, civil society, media, academia, women organizations, and other relevant groups. According to the senior staff interviewed, they operate both on national and regional levels where they have Peace Committees. They learned about ***The Team*** via USAID, and came to learn about MFA's other programmes such as Fist to Five. They regard ***The Team*** as a successful initiative because:

1. It targets the young generation;
2. The standard trend is to work institutionally and with older generations; ***The Team*** works with younger ones;
3. Citizen TV, where ***The Team*** is aired, is a well- watched TV station because it reaches to the common person;
4. Football is a popular franchise that can engage everyone;
5. Young people can relate to ***The Team*** characters and scenario;
6. Based on information they have from their Public Relations Office, ***The Team*** is the most watched TV drama among young people.

Based on their understanding and observation of ***The Team***, and the Kenyan partner MFA, the Secretariat invited MFA to join the Media and Public Relations Subcommittee especially “*because the subcommittee was weak and we were reaching people via layman approaches. This was not maximizing our effort. MFA made us realize the need to engage various media sectors like educators, journalists, reporters, while before we relied on public relations office to contact media houses. MFA made us realize the need to engage people in media houses to learn their responsibilities towards peacebuilding and arms control. This led to a concept note on areas where we need training for use and for media houses.*” The training includes:

1. Role of media in peacebuilding;
2. Media sensitive reporting;
3. Explore avenues of engagement between peace actors and media houses.

One interviewee stated clearly that MFA's work on ***The Team*** and on Fist to Five led to the collaboration that is now taking place, and led to shaping their ways of operating. Further, she stated “without ***The Team*** we would not have noticed MFA.”

Indicator 5.2. of the Logframe focuses on case studies of improved government practices as related to human rights and the rule of law, especially in relation to police impunity and mob justice, linked to viewing *The Team* and participation in outreach activities. The case above shows the effectiveness of *The Team* in inspiring government agencies to change practices by making them more inclusive and by improving their reach to the public, which translate to better governance. More deliberate effort is needed to reach more government agencies consistent with the indicator.

Similarly, *The Team* as a model has the potential to influence the practices of civil society organizations, a matter that is directly included as an objective in the Logframe. The example below demonstrates such potential:

#### *PeaceNet*

PeaceNet, a civil society organization working on peace and conflict management, was founded as a framework for relief inter-agency efforts since the 1992 clashes. Its main focal areas are memberships, development and networking, training and capacity building in conflict transformation, research, advocacy and information. They became involved with MFA after one of their staff watched *The Team* on TV, and later discussed it with the MFA producer. They learned that MFA has produced DVDs of *The Team* for facilitation and training purposes. Realizing the effectiveness of these DVDs and their accompanying facilitator's guide, PeaceNet is preparing to distribute them to partner organizations. PeaceNet envisions many benefits from collaborating with MFA around its products such as *The Team* and Fist to Five, including:

1. As PeaceNet works on issues of peacebuilding, they need consensus-building approaches such as the ones portrayed in *The Team*.
2. PeaceNet is preparing a brief write-up on the DVDs to let audience know to use them and on what context to use them.
3. PeaceNet plans to share the DVDs with partners trained in conflict analysis and related areas.

On the influence of *The Team* on their work, a PeaceNet staffer stated that when he watched it he felt that whoever "crafted this is a genius." This is because football is very popular as a platform, and this reaches young people effectively. PeaceNet staff welcomes more collaboration on *The Team*, especially by contributing to script writing, and by supporting radio broadcast where there is a need to reach people in various areas.

Indicator 6.1 of the Logframe measures the increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*. The example above demonstrates the relevance not only of *The Team* themes, but also its processes and methods in reaching a wide audience using open and participatory methods. In this case, PeaceNet is benefitting from MFA's training and DVDs which include instructions for facilitating discussions.

## 5. Summary and Recommendations

The midterm evaluation revealed the impressive success of *The Team* to date. *The Team* as a TV and radio drama, along with its mobile cinema screenings and accompanying electronic forums, have proven to be highly effective in reaching young people in Kenya, and contributing significantly to their effort to achieve peace and stability.

The results of this multi-faceted midterm evaluation showed that *The Team* drama succeeded in addressing issues of great importance to Kenyans, such as tribalism, corruption, youth isolation, rape of women, trauma, etc. It did so with much success compared to the efforts of other local Kenyan drama, as evident from comparing the baseline and midterm results. Further, its effectiveness in addressing these issues stood out compared to the effectiveness of other local Kenyan drama. This success was due to many factors. First, *The Team* used a platform- a football team- for which young people can identify and relate to. Second, it portrayed real life situations representative of what the average Kenyan deals with in her/his life. Third, it touched on the issues that have preoccupied Kenyans since the Post Election Violence. Fourth, it provided realistic and appropriate approaches to addressing these issues. All these factors led to the success of the drama, as a TV and radio production, in positively influencing the public's perceptions and attitudes about several issues such as addressing tribalism, recognizing its negative effects on their decisions and actions, supporting rape victims, and on their conflict behavior.

In addition, the mobile cinema screenings, with their facilitated discussions, sparked a sense of community among citizens, provided space for them to meet their foes and at times to drop their guards, and to embrace each other. Furthermore, the mobile cinema screenings seemed to have influenced many citizens to take actions to address violence, and to restore peace, and to act within the principles of good governance and rule of law. As explained in the report, several citizens formed groups, inspired by *The Team*, to bring about peaceful coexistence and unity among Kenyans using sports platforms, legal support, and community outreach. In other cases, individuals reached out to their former perpetrators and victims seeking reconciliation and reintegration. In all such cases, citizens recognized the contribution of *The Team* and the mobile cinema screenings to their actions and behavioral change.

Earlier in this report a discussion focused on the premises and assumptions of the project. The assumptions about social change suggested that a long pattern of peaceful coexistence, coupled with the use of media-based practical and realistic approaches for how to effect change, can contribute to transformation at the levels of knowledge, attitudes, perception and action for good governance and improved rule of law. The results in this report show that indeed people, especially during discussions in mobile cinema screenings, reverted to the pattern of peaceful coexistence, while realizing the need to transform the negative attitudes and behaviors which led to the violence of 2007 and which could continue to threaten their peace. The examples of citizen actions as a result of viewing *The Team* or participating in its activities, show that the project, to a great extent, is achieving the objectives stated in the Logframe which focus primarily on transforming actions within the realm of good governance and rule of law.

As *The Team* organizers are preparing for the second season, the following are recommendations based on findings from the midterm evaluation:

1. Consider approaches to reach out to citizens with no or primary education. That group seemed to have benefitted the least from *The Team*. Perhaps the use of local languages would help in getting the message through to them.
2. Recognize the unique differences among locations, and the varied effects of *The Team* as a result. For example, Mombasa respondents, unlike the overwhelming majority of others, did not recognize the significant contribution of *The Team* compared to other local Kenyan drama. Naivahsa respondents, on the other hand, appeared to be more intoned with *The Team* themes and their effectiveness.
3. Consider making a deliberate effort to include members of the government and civil society in mobile cinema screenings. Some of those members appeared in some screenings, but it is not clear if the effort was made to include them. Their presence, and hopeful engagement with citizens on their actions, will contribute to meeting the project objectives.
4. Consider recommendations made by respondents about the schedule of airing the drama in order to reach a wider audience.



## **List of Appendices**

1. Logframe with Value Tables
2. Statistical Charts
3. Methodology
4. Comments in Surveys and on Electronic Media
5. Baseline and Midterm Survey Forms



University for Peace  
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# *The Team:* Kenya

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Final Evaluation Report

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March, 2012

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## Executive Summary

As a response to the effects of the post-election violence in Kenya in December 2007, Search for Common Ground (SFCG) and Media Focus on Africa (MFA) developed and produced a TV and radio drama, *The Team* – an episodic series which “asks a central question: can Kenyans find a way to put the past behind them in order to have a better future? Members of the fictional football team, Imani (Faith) Football Club, who represent major ethnic groups or social classes in Kenya, are brought together and challenged to overcome their fears and biases against one another so that they can see one another as individuals not as members of “the other.” The series sends a strong message that the sins of the past cannot be rectified by retributive violence today. If democracy in Kenya is to right itself, it requires cooperative solutions and engagement from all stakeholders. Everyone must say no to violence and to the manipulative practices of the political elites. Civil Society Organizations (CSOs) have a major role to play in keeping the idea of co-existence alive as the stability of the country remains fragile. A return to violence is not far-fetched.”<sup>1</sup>

The project was designed based on the assumption that popular culture can have an enormous impact in changing mass attitudes. A range of key issues were identified that provide a source of conflict within Kenyan society, many of which have direct links to poor governance. Developed in the months that followed the post-election violence, **the series is a metaphor about Kenyan society**. Themes include ethnic tolerance and retribution, land disputes, mob violence and police impunity, gender violence, corruption and bribery, economic and social inequalities and youth unemployment. Messages were explicitly crafted to challenge citizens at all levels of society to take responsibility for improving their lives and the lives of their fellow citizens through positive engagement with one another. Officials at all levels are encouraged to engage with and respond to the needs of their constituents and citizens are encouraged to understand not only their rights but their responsibilities in creating positive change for Kenya. Thus, the main goal of the series, **as indicated in the main objective of the log frame**, is to change the relationship between citizens and their government from one of strife to one of cooperation.

Outreach activities to support the media work, has promoted alternative, peaceful approaches to resolving these contentious societal issues and has helped shift the way that citizens and their leaders interact with the other.

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<sup>1</sup> From: SFCG’s Inception Report

The University for Peace (UPEACE) was contracted to conduct an evaluation of the impact and effectiveness of *The Team* and related outreach activities. A baseline study was conducted in April 2009 prior to airing the drama on TV<sup>2</sup>. The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009 and shortly after on Radio Jambo. In addition to airing the drama on TV and radio and streaming the radio show via the website, a mobile cinema screening campaign was carried out between June and November 2009 in several regions of Kenya targeting youth in areas that were most afflicted by the post-election violence. In January-February 2010 UPEACE conducted a midterm evaluation<sup>3</sup> to assess the effectiveness and emerging impact of *The Team* and the multi-dimensional approach implemented by the producers. In February 2010, *The Team* was aired for its second season, and in July 2011 the third season was aired. The final evaluation was carried out in September 2011 while the last episodes of the third season, and the last of the outreach activities, were underway. *A Logframe-driven, multi-method evaluation was conducted using a combination of quantitative surveys, case studies and focus groups.*

The main question that such evaluation is developed to answer is: *To what extent can The Team take credit for much of the positive changes discussed in this final evaluation report? How can we establish with certainty that The Team caused, or contributed to, such constructive attitudinal and behavioral changes?* There are several aspects to this question, and its response, based on actual data.

First, the Logframe design, which was reviewed in the spring of 2011<sup>4</sup> and forms the basis for the evaluation, and the evaluation plan had to be coordinated in ways that allowed for measuring the causal or contribution link between achieving the Logframe objectives and indicators, and the actual activities and processes of *The Team*. This was reflected in the design of several evaluation methods which were tailored around the Logframe objectives and indicators. The Logframe for this project was action-oriented; it was not content with only knowledge and attitude changes. This orientation dictated that the evaluation process seeks such actions and their link to *The Team*. For example, the case study approach which was to identify specific cases of action and transformation, specifically searched for a direct answer to the question of how much *The Team* contributed to such actions. It was not enough for the evaluators to detect cases of positive actions by citizens and organizations. The deeper investigation with all case studies was related to the degree to which *The Team* contributed to initiating and shaping such actions. As has been seen with the final evaluation and also at the midterm stage, especially the outreach activities led often to the proliferation of citizen, community and organizational actions. Youth formed football teams across tribal lines, following *The Team*'s model; schools introduced *The Team* facilitation model into their extracurricular activities; the 7<sup>th</sup> of August Memorial Park incorporated *The Team* model into its educational activities; community members formed reconciliation teams to help displaced citizens return back home.

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<sup>2</sup> Please see baseline column in the values table below.

<sup>3</sup> Please see evaluation column in the values table below.

<sup>4</sup> The baseline/midterm values and final evaluation values take this review into account.

In all these cases, direct links were established between *The Team* as a TV drama, its outreach activities, especially mobile cinema screenings, and the actual actions on the ground. Main objectives in the Logframe aimed at making “citizens become more effective at engaging constructively on governance issues at local level through increased knowledge and skills of collaborative problem solving,” and to see “strengthened capacity of partner CSOs to address governance issues in innovative ways.” The case studies discussed in this final evaluation report and in the midterm evaluation demonstrate that *The Team* succeeded in achieving such objectives due to its inspiring, relevant and constructive messages and processes.

Second, the public survey was developed to measure specific changes to citizens’ awareness, knowledge and attitudes on issues specified in the Logframe. The challenge was to develop the survey in ways that would allow for measuring with confidence the extent to which *The Team* actually contributed to specific changes. Two approaches were used:

- 1) First, the survey included specific questions which measured certain indicators developed in the Logframe, and directly asked participants if changes to these indicators were attributed to *The Team* drama or its activities. This was possible only with the final survey after survey participants had a chance to receive a sufficient dosage of *The Team*.
- 2) The second approach was based on isolating the survey results for those who watched *The Team* regularly, and compare them to responses from the baseline and midterm surveys.

Both approaches produced outstanding results confirming, with statistical significance, that *The Team* indeed contributed to positive changes in respondents’ awareness, knowledge and attitude changes. The consistently significant differences between those who watched the drama regularly and those who did not on most statements such as “I worked with people from other tribes on community issues,” “I made positive changes to the way I deal with other citizens,” “I made requests to local officials for services,” “I can solve inter-tribal problems more efficiently,” and “I am familiar with my rights as a citizen” proved this point. This was especially validated as those who watched the drama clearly rated the change and attributed them to *The Team*.

Further, there were highly consistent results for the comparisons between those who reported at the final survey that they watched the drama regularly, and all respondents from previous surveys, on the following Logframe indicators:

- Respondent’s ability to cooperate with other citizens, civil society and government on issues addressed in *The Team*
- Respondent’s ability to solve problems around issues addressed in *The Team*
- Respondent’s understanding of human rights regarding issues addressed in *The Team*
- Respondent’s ability to claim rights with respect to issues addressed in *The Team*

For each of these indicators, the regular viewers of *The Team* significantly demonstrated more positive attitudes compared to respondents from earlier surveys, and compared to those who did not watch the drama at all or watched irregularly. The consistent statistically significant differences, always in favor of those who watched the drama regularly, provide a powerful evidence that the effect of *The Team* on such attitudes is real.

In this regard, it is important to mention that these same statistical tests showed that while the attitude about “responsiveness of government officials relating to issues addressed in *The Team*” has also changed positively in the final survey, that change seemed to cut across all groups of viewers and non-viewers of *The Team*. This means that there is no clear evidence that *The Team* contributed to such positive change in citizens’ attitudes about government’s responsiveness. The results here suggest that the views of citizens about government’s responsiveness have improved, but there is no clear attribution to *The Team* from this research’s standpoint.

In conclusion, the following are the main outcomes of this final evaluation:

1. *The Team* succeeded to a great extent in achieving the Logframe objectives on knowledge, awareness, attitudinal and action levels.
2. The success of *The Team* applied to citizens, community groups, and civil society organizations.
3. The dosage of watching<sup>5</sup> *The Team* was the strongest predictor of attitudinal changes as expected with the Logframe.
4. Although the research proved an improvement in citizens’ views of governments’ responsiveness to issues addressed in *The Team*, there is no evidence that such improvement could be attributed to *The Team*.
5. The success regarding attitudinal changes was well proven qualitatively, quantitatively and statistically according to this research.
6. The success regarding actions by citizens, community groups and civil society was measured qualitatively, with sufficient spread across all regions where *The Team* activities took place.
7. Outreach activities, especially mobile cinema screenings, contributed directly to achieving the Logframe’s action objectives. It is not evident from this research whether the drama by itself could have led to generating actions at citizen, community and civil society levels.

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<sup>5</sup> Three seasons of more than 10 episodes each.

**Values Table for the Kenya Logframe**

	<b>KENYA INDICATORS</b>	<b>Baseline Values</b>	<b>Citizen Survey during Mobile Cinema Screenings</b>	<b>Mid-term values</b>	<b>Final Evaluation</b>
<b>GOAL</b>					
1. The engagement and actions of citizens with one another and with officials on issues concerning governance, contribute to making both citizens and governments more capable, accountable and responsive to one another in order that democratic processes progress.	<ul style="list-style-type: none"> <li>• 1.1 Number of citizen actions, to engage with one another, and with the government on any of the themes addressed in <i>The Team</i> and dealt with in the outreach activities.</li> <li>• 1.2 Evidence of improved responsiveness by local government officials to the issues raised by local communities related to the themes in the Team and in outreach activities.</li> </ul>	<p>4.58 (average for all themes on a scale of 1-10 with 1=not at all and 10=very much)</p> <p>3.21 (average for all themes on the same scale above)</p>	<p>4.72</p> <p>4.85</p>	<p>7.54</p> <p>4.74</p>	<p>8.11</p> <p>6.04</p>
<b>PURPOSE</b>					
2. Citizens have increased skills and knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.	2.1. % increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in <i>The Team</i> and addressed in the outreach activities	2.85, 3.30 and 2.78 (averages for a proxy indicators related to handling conflicts- seek a neutral third party, negotiate with the other, and forgive and forget, respectively-on a scale of 1-4, with 1=not at all and 4=often)	6.50  Average on a scale of 1-10 with 1=not at all and 10=very much)	7.09	7.73



<p><b>ACCOUNTABILITY</b></p> <p>3. Enhanced awareness and attitudes of viewers of <i>The Team</i> about the possibilities and responsibilities regarding their tribal and national identities.</p>	<p>3.1. % of viewers interviewed and/or outreach participants who demonstrate a desire to improve tribal and local relations, linked to viewing <i>The Team</i> and participation in outreach activities</p>	<p>3.12 (average for a proxy question assessing the statement: “Together everyone achieves more” on a scale of 1-4, with 1=not at all and 4=often)</p>	<p>8.54 average on a scale of 1-10 with 1=not at all and 10=very much)</p>	<p>9.24</p>	<p>9.17</p>
<p><b>ACCOUNTABILITY</b></p> <p>4. Officials, who have watched/ listened to <i>The Team</i>, have increased respect for HR and the rule of law</p>	<p>4.1 % of officials’ interviewed who demonstrate their respect for human rights and the rule of law, for victims of rape, police impunity, class and gender divide, and who can link it to viewing The Team and/or involvement in outreach activities</p>	<p>Victims of rape: 2.25</p> <p>Police impunity: 4.65</p> <p>Class divide: 2.33</p> <p>Gender divide: 2.63</p> <p>Averages reported by key informants for local government responsiveness to these themes, on a scale of 1-10 with 1=not at all and 10=very much</p>		<p>Will be reported on in the final evaluation</p>	<p>Unable to collect this information quantitatively</p>
<p><b>ACCOUNTABILITY</b></p> <p>5. Citizens perceive their governments to be more respectful of HR and the rule of law</p>	<p>5.1 % increase among the general viewing population of their perceived understanding of human rights and their ability to claim rights for victims of rape, police impunity, ethnic/tribal, gender discrimination and mob violence, linked to viewing The Team and participation in outreach activities.</p>	<p><b>Rights of victims of rape:</b> 71% reported that they were not treated fairly in the court system</p> <p><b>Police impunity:</b> 3.33 and 4.65 are averages reported in interviews,</p>	<p>7.04</p> <p>5.64</p>	<p>7.78</p> <p>7.20, 7.01 (average of</p>	<p>8.27</p> <p>9.17, 7.70 (average of</p>

		<p>respectively, on citizen/community/government involvement, and local government responsiveness, on a scale of 1-10 with 1=not at all and 10=very much</p> <p><b>Ethnic/tribal discrimination:</b> 7.0 and 3.5 are averages reported in interviews, respectively, on citizen/community/government involvement, and local government responsiveness, on a scale of 1-10 with 1=not at all and 10=very much</p> <p><b>Gender discrimination:</b> 3.1 average of perceived discrimination against women in various areas, on a scale of 1-4 with 1=not at all and 4=often</p> <p><b>Mob violence:</b> 63% and 68% reported, respectively, that they should be banned and should</p>	<p>6.50</p> <p>7.41</p> <p>5.75</p> <p>All averages on a scale of 1-</p>	<p>responses to questions related to understanding and ability to claim rights regarding the rule of law)</p> <p>7.89, 7.43</p> <p>8.03, 7.72</p>	<p>responses to questions related to understanding and ability to claim rights regarding the rule of law)</p> <p>7.99, 8.21</p> <p>8.67, 8.45</p>
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	5.2. # of case studies of improved government practices as related to human rights and the rule of law, especially in relation to police impunity and mob justice, linked to viewing <i>The Team</i> and participation in outreach activities	face the legal system.  22 improved practices reported by 15 government and civil society organizations (out of 31 interviewed)	10 with 1=not at all and 10=very much)	6.55, 7.90  Will be reported on in the final evaluation	8.34, 7.46  Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot verify this quantitatively .
<b>ACCOUNTABILITY</b> 6. Strengthened capacity of partner CSOs to address governance issues in innovative ways	6.1 Increase in the number and types of actions taken by partner CSOs to address the themes addressed by <i>The Team</i>  6.2 Number of partner CSOs –including	26 actions reported by 13 civil society organizations (out of 18 interviewed)		Will be reported on in the final evaluation	Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot verify this quantitatively

	<p>partner media outfits- who can showcase how they have addressed the themes highlighted in <i>The Team</i> on behalf of citizens (# of case studies disaggregated by type of CSO and location)</p> <p>6.3 % increase of citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by <i>The Team</i> and issues addressed by the outreach activities. .</p>	<p>Currently being collected as part of the outreach activities evaluation</p> <p>Currently being collected as part of the outreach activities evaluation</p>		<p>Please see cases of Action and Transformation related to The National Secretariat Committee on Peacebuilding and Conflict Management and PeaceNet</p> <p>Will be reported on in the final evaluation (although the entire midterm report is about the effects of SFCG and MFA)</p>	<p>.</p> <p>Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot verify this quantitatively .</p> <p>Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot verify this quantitatively .</p>
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<b>RESPONSIVENESS</b>					
<p>7. Citizens work with local officials on issues addressed in <i>The Team</i> and outreach activities</p>	<p>7.1% increase among viewers of <i>The Team</i> who report enhanced responsiveness by government officials to cases of rape, police impunity, ethnic/tribal and gender discrimination</p>	<p>Currently being collected from viewers as part of the outreach activities evaluation. The results for interviewed government and civil society officials were presented above for indicators 1.1 and 1.2</p>	<p>Rape: 5.29  Police Impunity: 3.49  Ethnic/tribal relations: 4.37  Gender discrimination: 5.83  All on a scale of 1-10 with 1=not at all and 10=very much</p>	<p>5.27  4.90 (average for Rule of Law)  4.51  5.70</p>	<p>6.78  5.94 (average for Rule of Law)  6.16  6.89</p>

## Background

As a response to the effects of the post-election violence in Kenya in December 2007, Search for Common Ground (SFCG) and Media Focus on Africa (MFA), with support from DFID and USAID, developed and produced a TV and radio drama, *The Team*- a series which “asks a central question: can Kenyans find a way to put the past behind them in order to have a better future? Members of the fictional football team, Imani (Faith) Football Club, who represent major ethnic groups or social classes in Kenya, are brought together and challenged to overcome their fears and biases against one another so that they can see one another as individuals not as members of “the other.” The series sends a strong message that the sins of the past cannot be rectified by retributive violence today. If democracy in Kenya is to right itself, it requires cooperative solutions and engagement from all stakeholders. Everyone must say no to violence and to the manipulative practices of the political elites. Civil Society Organizations (CSOs) have a major role to play in keeping the idea of co-existence alive as the stability of the country remains fragile. A return to violence is not far-fetched.”<sup>6</sup>

The University for Peace (UPEACE) was contracted to conduct an evaluation of the impact and effectiveness of *The Team* in addressing the themes it presented. A team led by Dr. Amr Abdalla and eight Kenyan researchers- graduates of peace and conflict studies in the University of Nairobi- conducted all aspects of the evaluation. A baseline study was conducted in April 2009 prior to airing the drama on TV. The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009 and shortly after on Radio Jambo. In addition to airing the drama on TV and radio and streaming the radio show via the website, a mobile cinema screening campaign was carried out between June and November 2009 in several regions of Kenya targeting youth in areas that were most afflicted by the post-election violence. In January-February 2010 UPEACE conducted a midterm evaluation to assess the effectiveness and emerging impact of *The Team* and the multi-dimensional approach implemented by the producers. In February 2010, *The Team* was aired for its second season, in July 2011 the third season was aired. The final evaluation was carried out in September 2011 while the last episodes of the third season, and the last of the outreach activities, were underway. Activities for the 3<sup>rd</sup> season and as well as this document were made possible by the Kenyan Ministry of Justice and National Cohesion and Constitutional Affairs Non-State Actors Programme and the EU.

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<sup>6</sup> From: SFCG’s Inception Report

This report includes the results of the final evaluation. The report focuses on the extent to which *The Team* has contributed to peacebuilding efforts in Kenya by addressing sources of the conflict. The report shows how the public has received it, and what effects it has had on the viewers and on those taking part in related activities such as mobile cinema screenings. The report also provides information on the extent to which the drama and its related activities contributed to positive actions or changes among and *between* citizens, civil society and governmental agencies.

### **Premise and Assumptions of the Project**

The design and objectives of *The Team*, as laid out in the updated Logframe (please see Appendix 1), aim to effect change at different levels of the society. This project, unlike many other media-based projects, stretches its ambition beyond effecting changes in the realms of knowledge, attitudes and perceptions, to triggering transformation through actions which would reflect the values presented in the show.

The anticipated change at the levels of action and transformation is expected to be accomplished with citizens, civil society and government agencies with the purpose of improving governance (in a broad sense) and the rule of law. The project utilizes a multi-pronged approach to achieve these objectives. These include the airing of *The Team* to a wide audience via TV and radio, and conducting a combination of screenings and facilitated discussions with targeted audience in various locations (mobile cinema screenings).

Accordingly, the evaluation effort with this project strives to measure the effectiveness and impact of the various methods used in effecting change at all levels: knowledge, attitude, perception, action and transformation. At the same time, the evaluation effort assesses the process used- both the TV/radio show-, and the mobile cinema screenings to determine their ability to contribute to such changes.

These programmatic premises are built upon certain assumptions about social change. One assumption inherent in the various themes of *The Team* is that Kenyans have succeeded for almost half a century to live relatively harmoniously and peacefully since independence in the 1960's. The disruption and violence of 2007 inflicted damage and a heavy toll on everyone. *The Team* provides alternatives to the violence and hatred of 2007 and the ensuing period by building on the solid pattern of peaceful coexistence of the past half a century, while exploring deeply the causes of disruption and violence, and offering approaches for prevention, resolution and transformation. The use of a drama that resonates with the life of most Kenyans, their hopes and their fear, offers something more than theoretical abstract concepts of prevention, resolution and transformation. Instead, by depicting real life situations which people can relate to, *The Team* offers practical and realistic models of action at the citizen, civil society and government levels which

inspire viewers and participants in mobile cinema screenings to act in ways that would lead to rebuilding the society on the foundation of good governance and rule of law. This is possible, it is assumed, because of the presence of a long, recent, pattern of peaceful coexistence which people can relate to, coupled with the message of changing the way citizens engage with one another by transforming the relationships between people and institutions from one of conflict to one of cooperation.

In other words, the design and aspirations of *The Team* in Kenya may be replicable in other societies with a similar pattern, but may require adjustments both to the design and aspirations in the absence of a recent pattern of peaceful coexistence.

### **Organization of the Report**

The focus of this final evaluation report is on the impact and effectiveness of *The Team* in achieving its objectives as specified in the Logframe. In order to achieve this, the researchers developed a “dosage” scale to determine the degree of exposure to *The Team*. Accordingly, several analyses will be discussed which will focus on the relation between the dosage of exposure to *The Team* and changes in attitudes and behaviors specified in the Logframe. Such analyses will take into consideration demographic factors such as age, gender, location, and education.

The first section of this report focuses on the methodology used with the final evaluation. The second section discusses the viewer and listener patterns and the impact of *The Team* as evident from the results of specific impact questions which were introduced with the final evaluation survey, and qualitative results from the focus group discussions. The third section includes specific case studies which represent actions taken by citizens and organizations as a result of engaging with Team, especially its outreach activities. The fourth section includes the quantitative data from the three survey versions (baseline, mid-term and final). Finally, the report concludes with a discussion and conclusions section.

Throughout the sections of the report the Logframe objectives will be highlighted in order to demonstrate the extent to which its objectives have been met. The Logframe Objectives have guided the effort of this project and its associated evaluation. As the results will show, *The Team* has succeeded in achieving several of these objectives at this final evaluation point, as evident from various quantitative and qualitative results. Appendix 1 includes the baseline, midterm and final value tables related to the Logframe.



## 1. Final Evaluation Methodology

The Final evaluation was based on five dimensions:

1. A comparative research between baseline, midterm and final evaluation data. For this, the research included a repeat of a public survey using a similar methodology and variables. However specific additional impact variables were added to the final survey to determine the extent to which those who watched *The Team* more regularly may have changed their attitudes and behaviors compared to others (as explained in #2 below).
2. A comparative research between citizens based on *The Team* “Dosage” they were exposed to. In other words, a comparison was conducted between:
  - a. Those who watched or listened to all episodes;
  - b. Those who watched or listened to most episodes;
  - c. Those who watched or listened to some episodes;
  - d. Those who watched or listened to a small number of episodes; and,
  - e. Those who did not know, watch or listen to the drama.
3. A case study approach to document specific actions that citizens and/or organizations are taking to address issues represented in *The Team*.
4. Content analysis of messages sent to *The Team*'s website.
5. Focus Groups to assess the impact of the drama on citizens' actions as expected with the Logframe objectives.

For further details of the methodology please go to Appendix 2.

## 2. Viewer and Listener Patterns and Impact of *The Team*

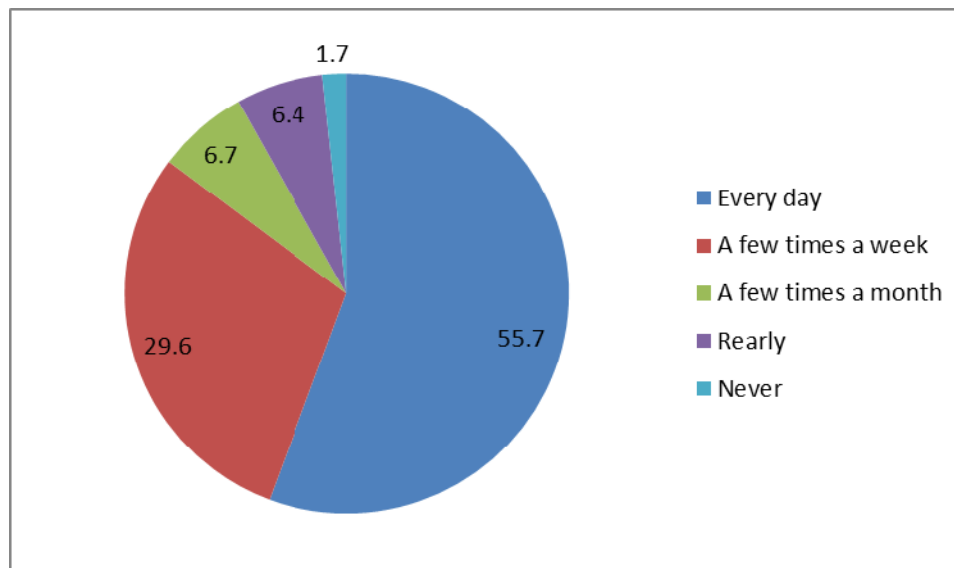
This section includes results related to patterns of viewing and watching *The Team*, its effectiveness as a media program in addressing a variety of issues, and its impact on citizen regarding specific attitude and action changes as expected with the Logframe.

### 2.1. Viewing and Listening to *The Team*

It was a central objective of the project to reach a wide audience. The three versions of the public survey included questions about citizens' patterns of viewing TV and listening to radio, the extent of watching or listening to *The Team*, and their perceptions about the relevance of its themes and its effectiveness in addressing them. The results of the final survey showed that more than half of the survey respondents watched TV everyday (55.7%) and another quarter (29.6%) watched a few times a week. About 53% listened to radio every day and 25% listened a few times a week.

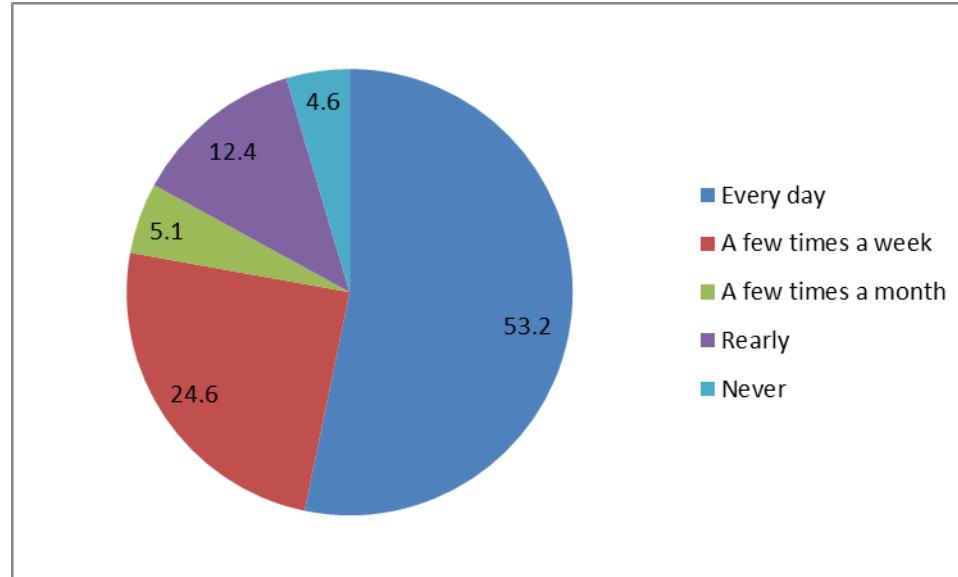
**Pattern of Watching TV**

(N=406)



### Pattern of Listening to Radio

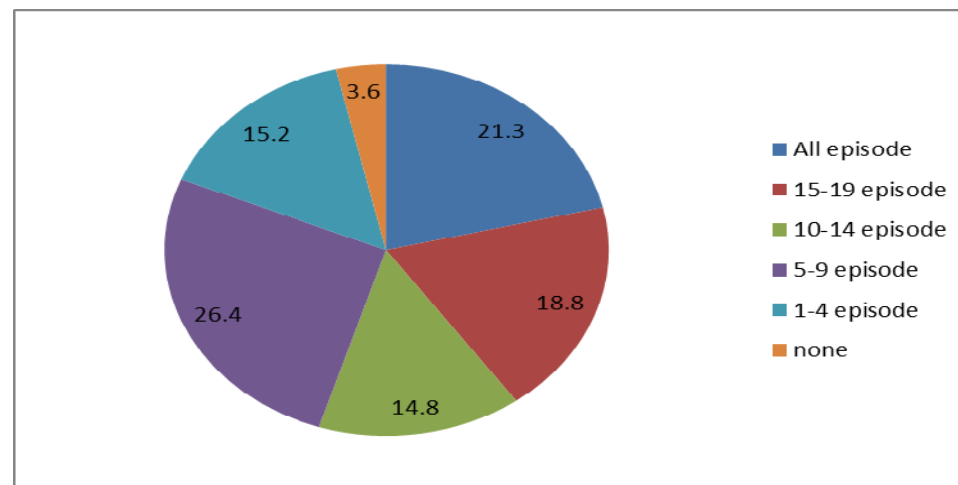
(N=370)



A vast majority of respondents (73%) reported that they watched or listened to *The Team*. In terms of frequency of watching *The Team*, 21.3% of respondents reported that they watched all episodes over the past 15 months; 18.8% watched 15-19 episodes, 14.8% watched 10-14 episodes, 26.4% watched 5-9 episodes, and 15.2% watched 1-4 episodes. This means that 54.9% of survey respondents watched at least ten of *The Team* episodes. The percentage of those who reported listening to at least ten of *The Team* episodes stood at 23.9.

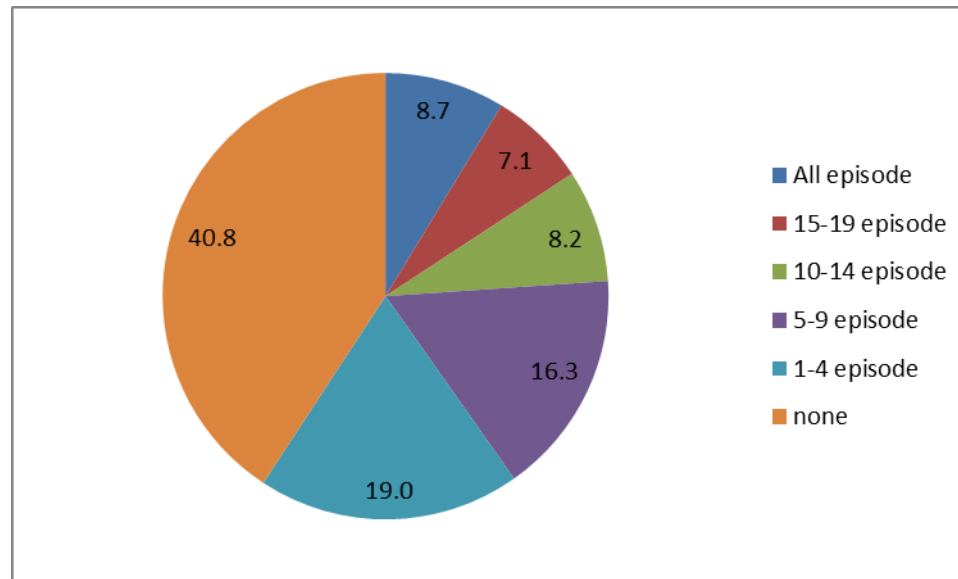
### Percent of Levels of Watching *The Team*

(N=277)



### Percent of Levels of Listening to *The Team*

(N=184)



#### 2.2. *The Team* Themes and Effectiveness

The project was designed based on the assumption that popular culture can have an enormous impact in changing mass attitudes. A local context assessment was conducted prior to the start of the project that identified a range of key issues that were sources of conflict within Kenyan society, many of which have direct links to poor governance. These issues include ethnic tolerance and retribution, land disputes, mob violence and police impunity, gender violence, corruption and bribery, economic and social inequalities and youth unemployment.

Messages were explicitly crafted to challenge citizens at all levels of society to take responsibility for improving their society. Officials at all levels are encouraged to engage with their constituents and citizens are encouraged to understand not only their rights but their responsibilities. Thus, the main goal of the series, **as indicated in the main objective of the log frame**, is to change the relationship between citizens and their government from one of strife to one of cooperation.

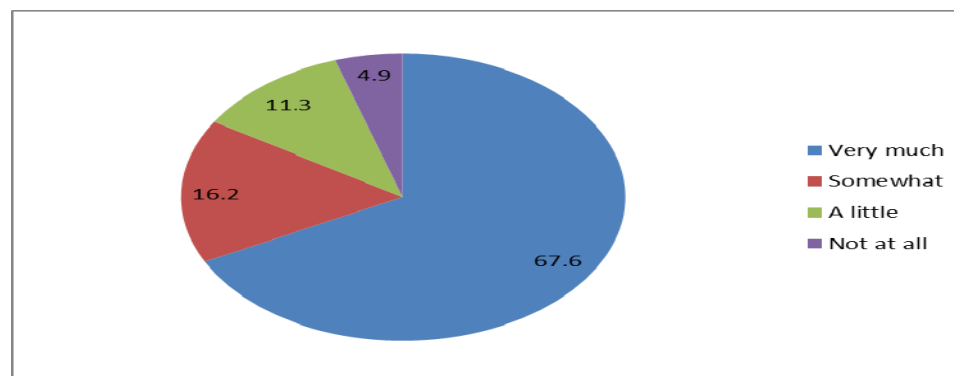
Through its media work and outreach activities, Search for Common Ground focused on supporting the engagement and actions of citizens with one another and with officials on issues concerning governance, in order to make both citizens and governments more capable, accountable and responsive to one another and improve democratic processes.

Search for Common Ground developed a Log Frame with a range of key indicators and actions covering accountability and responsiveness in governance processes (See Appendix 1).

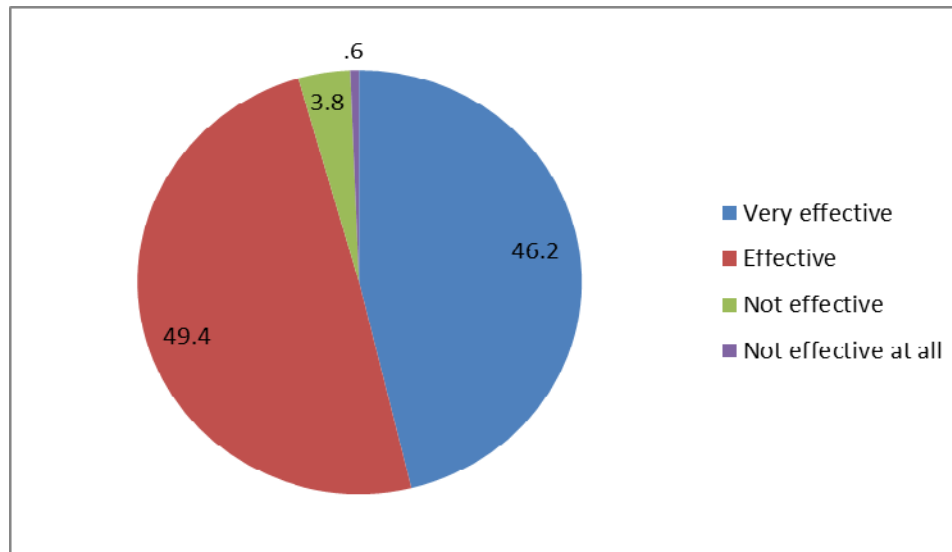
When asked about the themes that *The Team* covered, the final survey results showed a remarkable increase in the frequency of mentioning “conflict resolution” and “peace” among the major themes. Previous surveys included more frequency of themes such as tribalism, corruption, gender equality, rape, teamwork, drugs and alcohol abuse. It is obvious that the themes of conflict resolution and peace have gained more visibility with the latter episodes as evident from the increase seen in the final survey.

When asked about the extent to which those issues affect them, an overwhelming majority (67.6%) answered ‘very much’ and another 16.2% answered ‘somewhat’. When asked about how effective *The Team* was in addressing these issues, 46.2% answered ‘very effective’ (compared to 29.2% in the mid-term survey) and 49.4% answered ‘effective’. These quantitative responses showed that survey respondents have increasingly found *The Team* themes to be relevant to them, and found *The Team* handling of them to be effective. Older respondents and those from Naivasha and Kisumu were more likely to report that the themes affected them. Also, Naivasha and Kiumu respondents were more likely than others to find the handling of these issues by *The Team* to be effective, compared to those from Nakuru, Eldoret and Kibera. Older respondents, government officials and IDPs (compared to police officers) were also more likely than younger ones to view the handling of these issues by *The Team* to be more effective. Finally, those who watched the drama with higher frequency were more likely to find the issues relevant and the handling very effective.

**How much do *The Team* Issues Affect You?**  
(N=327)



**Effectiveness of *The Team* in Handling Issues  
(N=318)**



These quantitative results were further elaborated in respondents' comments expressing positive aspects and impacts of *The Team*'s programming. The reasons provided by respondents for such positive impressions can be categorized into six different groupings, as shown below, supported by comments made in the survey.

<b><i>The Team</i>'s Assessment in Handling the Issues</b>	<b>Quotations</b>
1. <i>The Team</i> covering various daily life issues & identifying problems	<p>“<i>The Team</i> addresses issues affecting different ethnic groups. It gathers people from different tribes whereby they hear different issues.” #1</p> <p>“<i>The Team</i> has made me reason and relate to others in the society in a rightful manner.” #7</p> <p>“It has enabled us to fight corruption.” #8</p> <p>“They addressed the unemployment.” #108</p>
2. <i>The Team</i> 's Refusal of tribalism	<p>“Because they are trying hard to finish tribalism” #234</p> <p>“Breaking off tribalism and live like brothers and sisters” # 340</p> <p>“<i>The Team</i> is bringing different tribes together to achieve same goal” 403</p> <p>“It makes people to forget about their tribe and live together as a brothers and sisters (family)” #421</p>
3. <i>The Team</i> emphasizing on the necessity of communication, cooperation and refusal of violence.	<p>“Assisted us to team work and appreciate other people's culture thus avoiding things like stereotyping.” #8</p> <p>“We are given chance to exchange our ideas, also share our views through our experience.” # 11</p> <p>“Brings different people on focal dialogue point to watch locally” #406</p> <p>“People should not fight.” # 13</p> <p>“Issues of conflict resolution mostly are solvable by dialogue which is even applicable</p>

<b><i>The Team's</i> Assessment in Handling the Issues</b>	<b>Quotations</b>
	in real life" # 119 "Youths in the country comes together for intertribal dialogue" # 428 "it encourages intermarriage" # 452
4. <b><i>The Team</i></b> providing solutions	"They role play what the ideal situation should be." # 12 "they show the importance of role of youth" # 108 "It emphasizes to every person to be on front line to keep peace, love and to interact freely to everyone everywhere" #339 "by the end of the episode they always find the solutions to their problems" # 556
5. <b><i>The Team</i></b> redeeming self-esteem through exploring talents, developing skills and providing civic education	" <b><i>The Team</i></b> is trying to come up with new ideas on how the youth should live in society despite at what happens." # 22 " <b><i>The Team</i></b> has enlightened the public of gender equality" #45 "They have been able to change people's mentalities" # 308
6. <b><i>The Team's</i></b> ability to convey its message	"they have used good actors who can deliver the message" # 201 "they use simple language" #223 "They explain through acting" #225

In addition, and related to the previous point, respondents were asked to mention actions that they or others have taken as a result of their exposure to ***The Team***. The table below includes the types of actions they mentioned at the government, civil society and personal levels:

<b>Actions for Addressing the Problems</b>	<b>Quotations</b>
1. The government's approach has become more serious and fair	"I think the government has done much like in distributing resources equally to each constituent." #7  "Through creating games eg. Football and other projects that has brought different tribes together." #8  "The government has come up with the initiative of kozi kwa Vijana which has brought them together." #115  "The government is now working with the communities" #353  "Yes, the government helps to promote peace by encouraging the people to love one another, it has also promoted transparency and accountability by judging those who are corrupt" #429  "the new constitution emphasizes the bill of rights of every person regardless of tribe, race, religion, social status" # 534
2. Civil society engagement and efforts towards unity, cohesion and Peace building	"Organizations have involved in peace building activities eg. Drama club, football team, they organize clean up's." #12

Actions for Addressing the Problems	Quotations
	<p>“engaging peace building ...” # 32</p> <p>“To maintain peace” # 104</p> <p>“Training of the youth in capacity building, initiating of development project.” #108</p> <p>“There are organizations like KACC than deals with cases of corruption, there peace forum groups that try to teach people about peace” #411</p> <p>“CBO's have trained youth how to handle rape cases, the government has promoted peace among people through football tournament i civil society through capacity building work shape to encourage people and addressed issues of gender violence” #447</p> <p>“civil societies have come up with strategies for peace advocacy” #533</p>
<p>3. Personal engagement in outreach and raising awareness efforts</p>	<p>“I have managed to influence the minds of other youths to change their much of electing the leaders not on the basis of where they came from or what they will do but what they have done.” #112</p> <p>“I have individually formed an outreach group that goes to empower students in high school. It gives motivational talks and teaches students of emerging issues and leadership.” #113</p> <p>“Education on rape and cultural issues in schools, walk for peace on international day of peace.” #114</p> <p>“We have participated on the National peace building”#116</p>

Indicator 1.2 of the Logframe measures “Evidence of improved responsiveness by local officials to the issues raised by local communities related to the themes in *The Team* and in outreach activities.”

Indicator 6.1 measures “Increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*.”

Indicator 1.1 measures “Number of citizen actions, to engage with one another, and with local officials on any of the themes addressed in *The Team* and dealt with in the outreach activities.”

Indicator 6.3 refers to “Citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by *The Team* and issues addressed by the outreach activities.”

The qualitative results above show that respondents report that they and civil society organizations have engaged in activities



representing the Logframe indicators They also reported improvement in government's responsiveness- a finding that will be further confirmed with additional data in this report.

*Any negative effects reported? If there are some, even if few, I think it is important to report them here.*

### **2.3. The Team Impact**

In order to measure the impact of *The Team* regarding specific expected outcomes as specified in the Logframe, the final survey included 13 statements related to certain types of perceptions or actions. Examples of these statements included: "I worked with people from other tribes on community issues;" "I have seen positive changes in the way citizens from different social classes communicate with each other."

In order to measure the causal or contribution effect of *The Team* on such outcomes, the survey made a distinction between those who watched or listened to the drama and those who did not. For those who watched or listened to the drama, the survey specifically asked respondents about the extent to which *The Team* made their respective perceptions or actions worse, the same or better over the past year. The same was asked of those who did not watch or listen to the drama, without referring to the possible effect of the drama.

Those questions may be categorized as follows:

#### **1. Statements related to individual perception of changes to citizens:**

"I have seen positive changes in the way citizens from different tribes communicate with each other."

"I have seen positive changes in the way citizens from different social classes communicate with each other."

#### **2. Statements related to individual action changes:**

"I worked with people from other tribes on community issues."

"I made positive changes to the way I deal with other citizens."

"I made requests to local officials for services."

"I can solve inter-tribal problems more efficiently."

"I am familiar with my rights as a citizen."

#### **3. Statements related to individual perception of government officials' responsiveness:**

“I think that the government deals with vigilante/militia groups responsibly.”

“I think that government officials respond to cases of rape.”

“I think that government officials respond to cases of police impunity.”

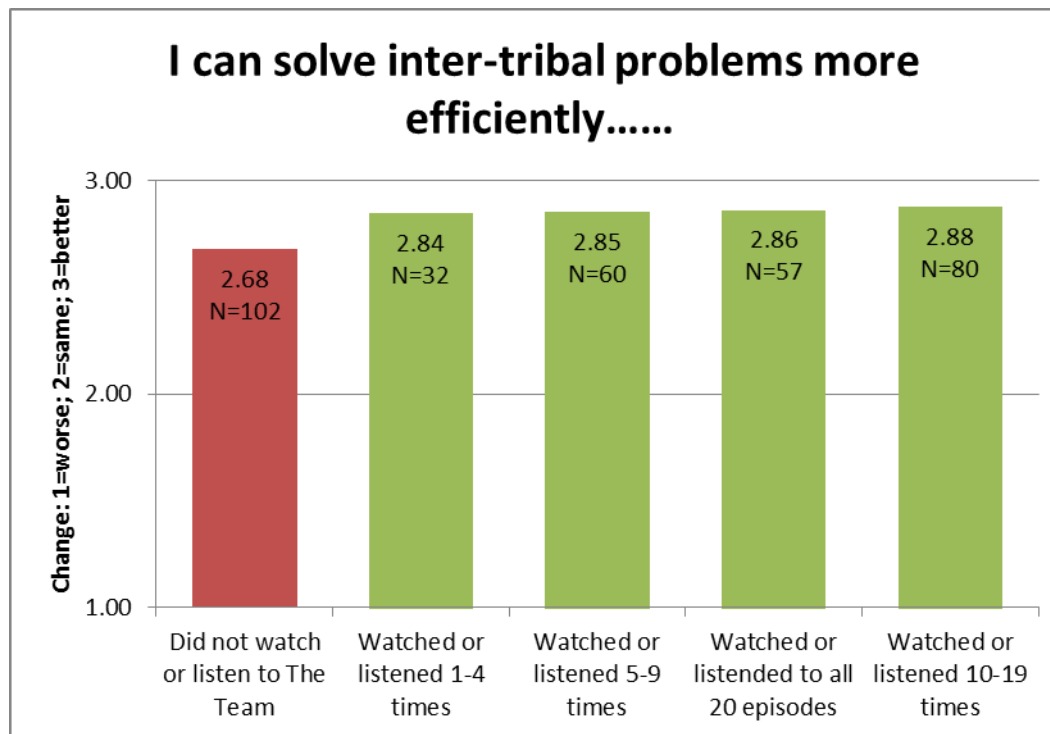
**4. Statements related to individual perception of local officials’ responsiveness:**

“I think that local officials respect my rights as a citizen.”

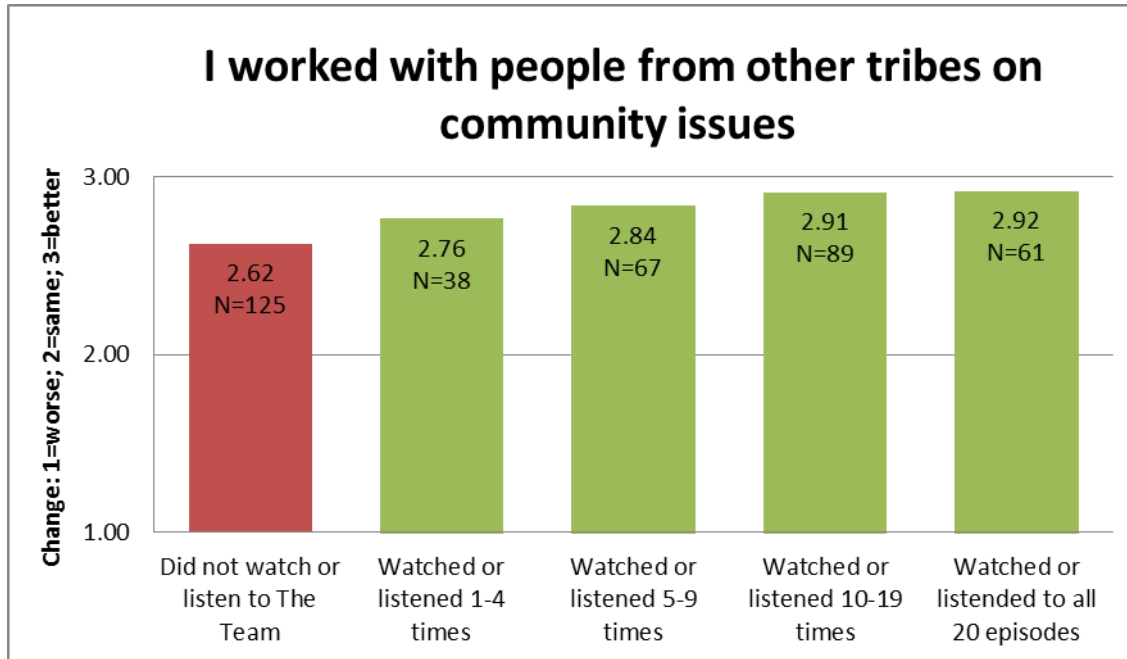
“I think my local officials respect the rule of law.”

“I think that local officials respond better to citizen requests.”

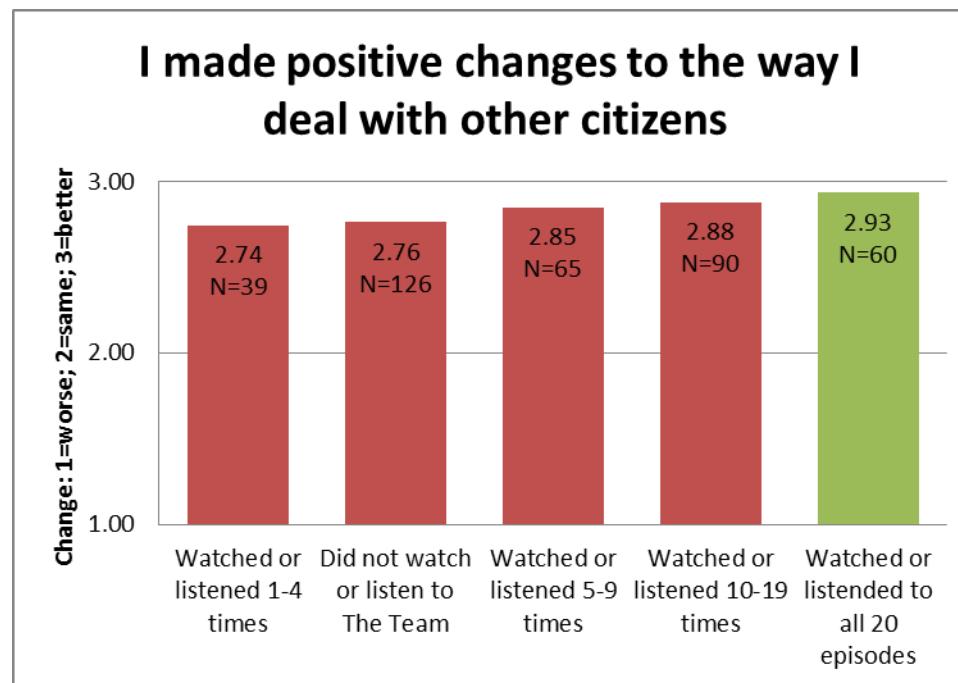
A comparative analysis between those who did not watch or listen to the drama, and those who did with varied levels showed that with the exception of the category related to government officials’ responsiveness, those who watched or listened to the drama more regularly were significantly more likely to report positive changes. The charts below include examples of these significant comparisons:



*Varied colors represent statistically significant differences between groups*

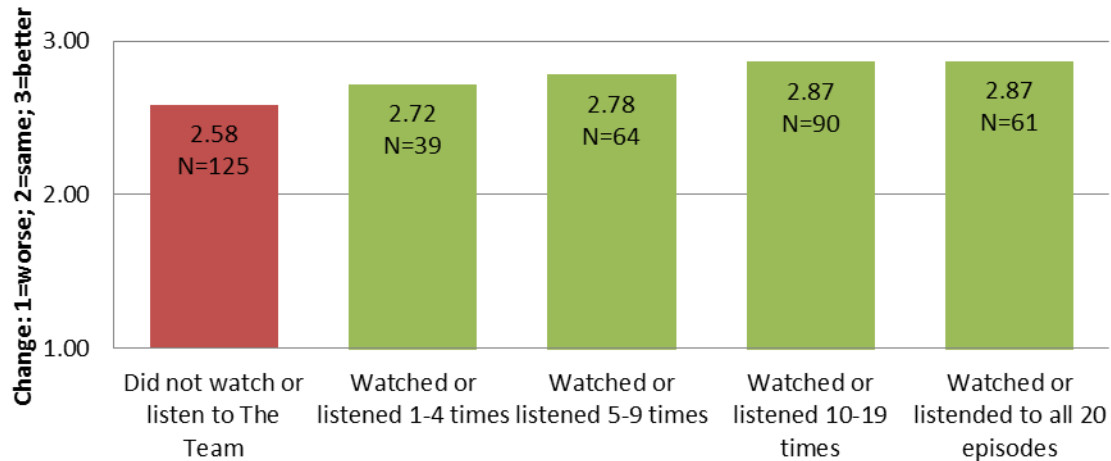


*Varied colors represent statistically significant differences between groups*



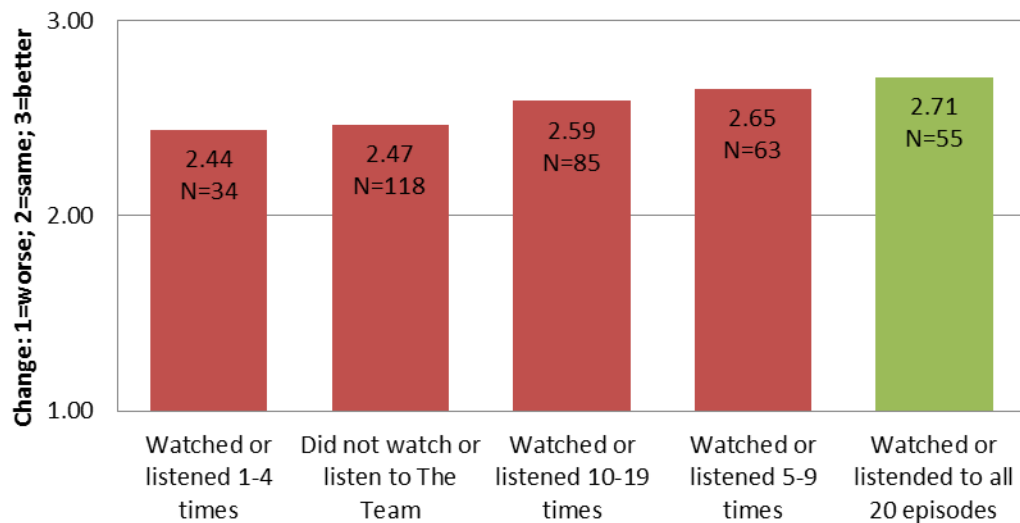
*Varied colors represent statistically significant differences between groups*

**I have seen positive changes in the way citizens from different tribes communicate with each other**

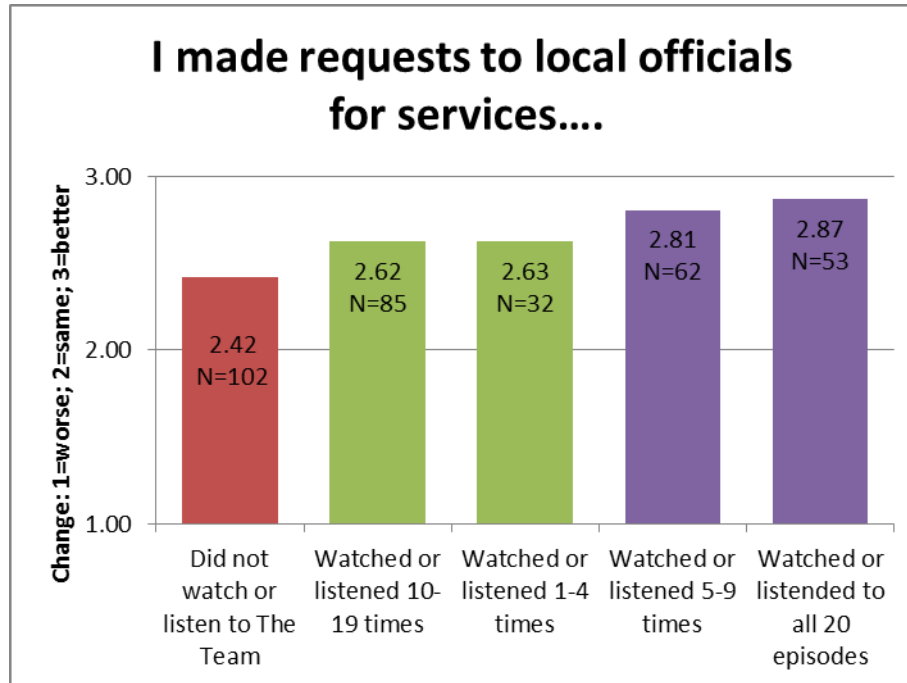


*Varied colors represent statistically significant differences between groups*

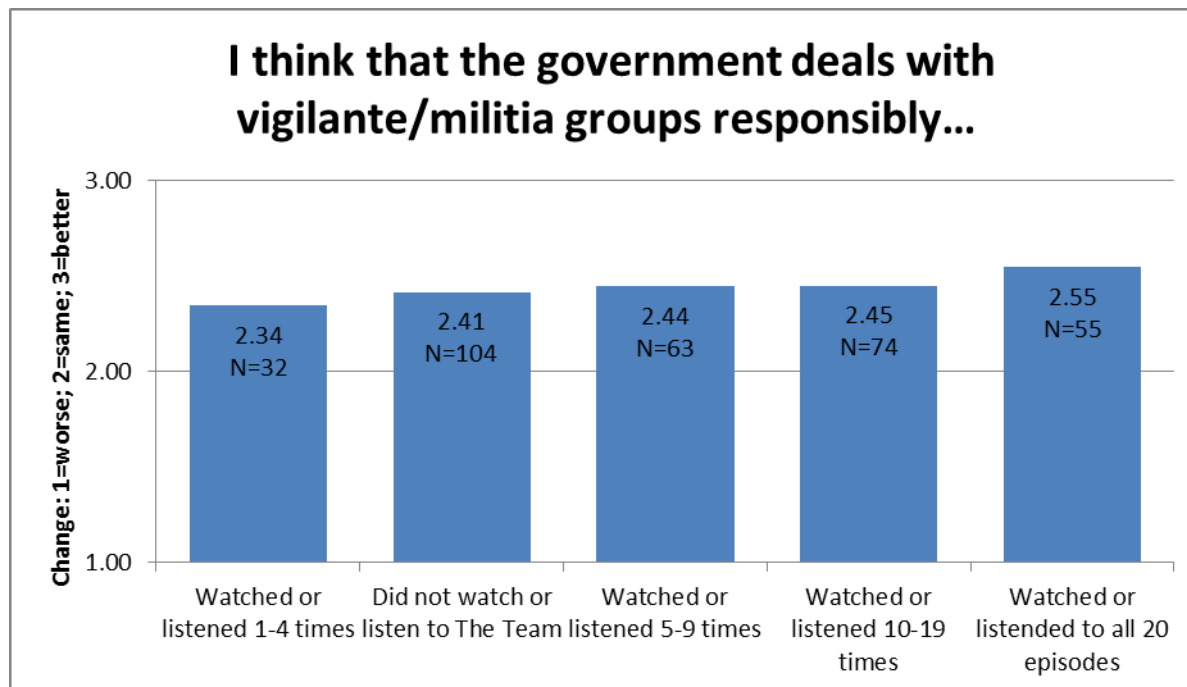
**I think that local officials respect my rights as a citizen....**



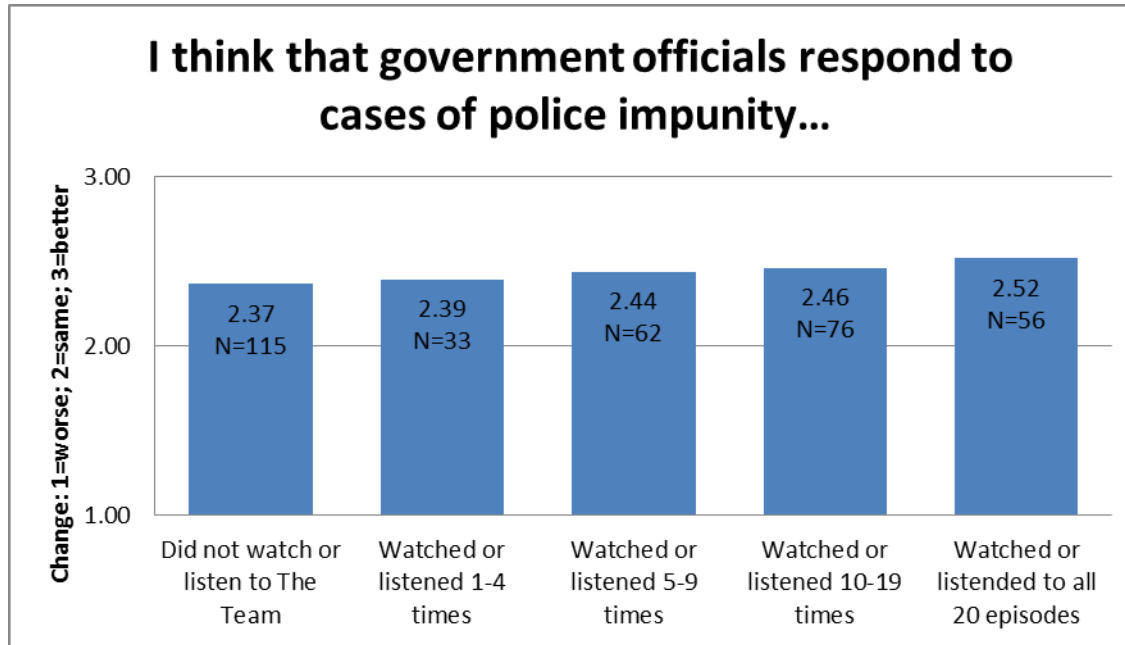
*Varied colors represent statistically significant differences between groups*



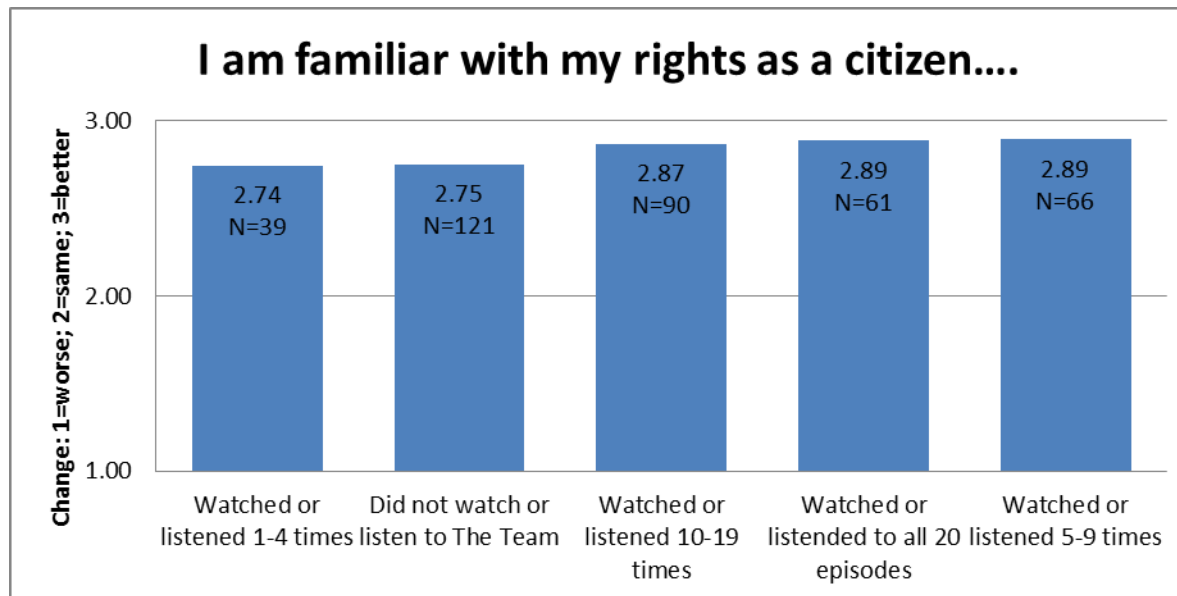
*Varied colors represent statistically significant differences between groups*



*Same colors indicate no statistical significant differences*



*Same colors indicate no statistical significant differences*



*Same colors indicate no statistical significant differences*

The results above illustrated that a strong relationship existed between increased rates of watching or listening to *The Team*, and positive changes to individual actions, perceptions of citizens actions perception of local officials. Perceptions of government officials' responses to specific issues such as vigilante groups and police impunity were not different based on frequency of watching or listening to the drama. As will be illustrated later with more data in this report, while "Dosage" did not affect

perception of government officials' responsiveness, there was an overall improvement in how survey respondents (not only those with high dosage of *The Team*) viewed that responsiveness positively.

Moreover, not only did those who watched the drama or listened to it regularly change more positively; they clearly related that to *The Team*. This was evident from the fact that the survey specifically asked those who watched or listened to the drama "Over the last year, because of the contribution of *The Team*," how such issues may have changed.

In order to examine further the extent of the causal or contribution effect of *The Team*, a regression analysis was conducted to determine such cause/contribution effect of the Dosage of exposure to *The Team* and other demographic variables such as age, gender, education, and location. ***The regression analysis consistently showed Dosage as a statistically significant ( $p \leq .05$ ) predictor of positive change on all 13 statements, except those related to government's responsiveness.*** Of all the other demographic variables, only gender as well was a significant predictor for one statement: "I worked with people from other tribes on community issues," and location was a significant predictor for the statement: "I can solve inter-tribal problems more efficiently." Appendix 4 includes the results of the regression analysis.

Finally, the demographic comparisons showed that younger respondents and those from Naivasha (especially compared to respondents from Kibera) were more likely to report more positive changes. This seems to be related to the effectiveness of certain interventions in Naivasha, and continued challenges in Kibera. No major or consistent differences existed based on gender or profession.

The results of this section on Impact included direct statements aimed at measuring all Logframe indicators related to respondents' reported attitudinal changes towards issues addressed in *The Team*, and towards the desired objectives of the Logframe. Examples of indicators measured in this section are: 1.1; 2.1; 3.1; 5.1; and 5.3.

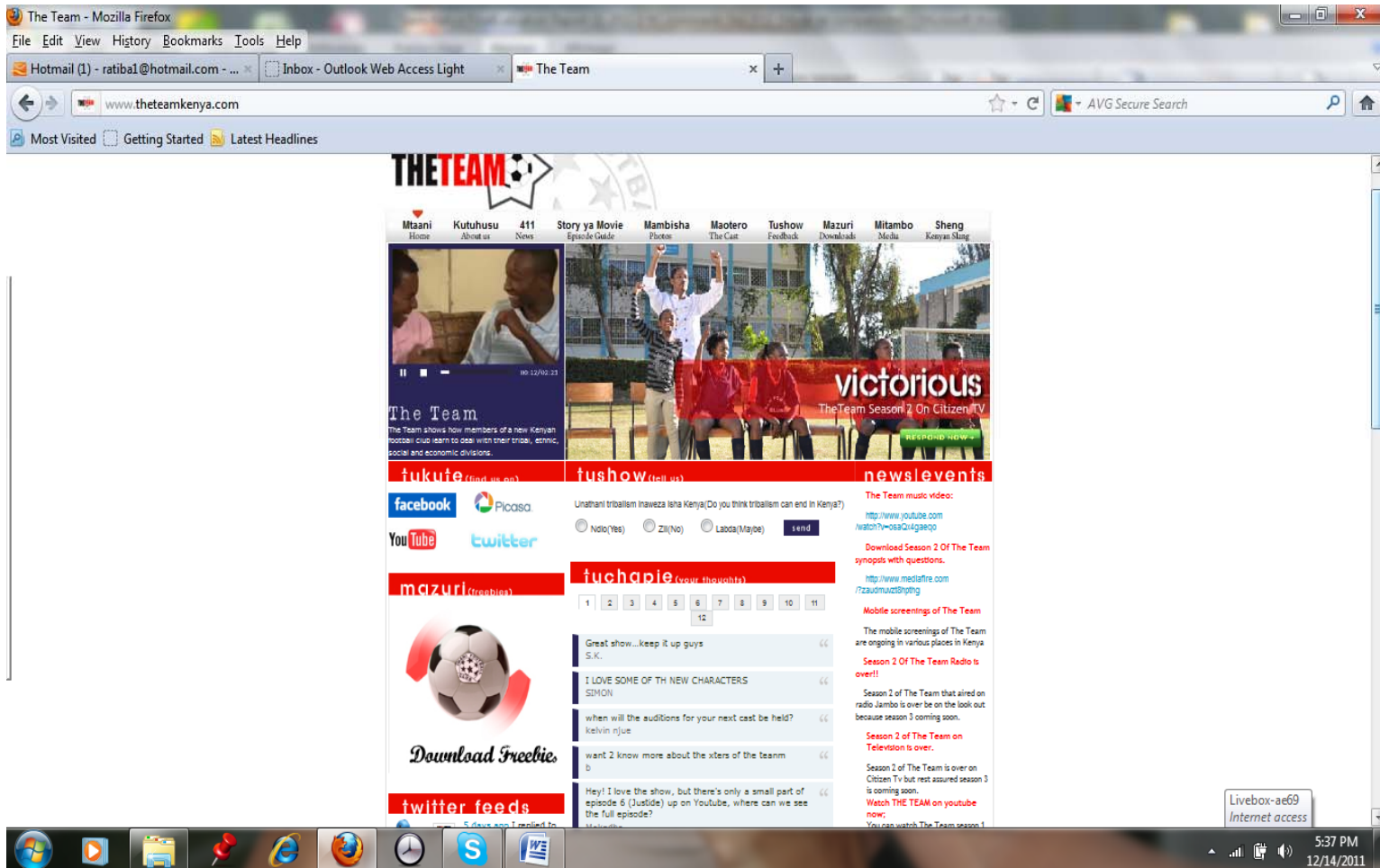
#### ***2.4. The Team in Electronic Media***

Social networks have become an important means of connecting with people from all over the world. It's estimated that 90 percent of the youth that have access to the internet are member to at least one or more social networking sites. This section includes summaries of comments made by individuals using such media. In this way, *The Team* has extended its reach and potential influence. The following is a summary of comments reported by citizens on the various electronic media.

*The Team* website has been fairly effective in triggering interest from fans surrounding the themes of the show.

Comments received via this media have been overwhelmingly positive, communicating understanding of the themes

raised in *The Team*, recommending the show to others, and expressing excitement about its positive role. Their comments reflected two major themes: Effecting change, and setting an exemplary model.



## Effecting Change

Attitude change being a major focus of *The Team*, the audience's responses reveal some degree of attachment to its concept. Putting in mind that attitude change is a process and not an event, the attachment created is important for ensuring that the process of changing the attitudes does happen. One can also argue that the attitude has created or exploited the bonds among the target groups. This does reveal that *The Team* is also influencing the perceptions of realities of the target group. Here are some of the comments which show

*"I recommend **The Team** to the Youth especially and to anybody else who is willing to change for the better."*



*"Interesting themes are being portrayed in the last episode which is very encouraging for the youth"*

*"i love what **The Team** is doing i hope 2012 will be diff from our last elections thanks to u guys"*

*"Hi Team, you play a major role in uniting Kenyans as one tribe. Keep it up. On the side of women justice has to be done. If need be please call me"*

### **Setting an exemplary Model**

Several of those who sent comments to the website expressed appreciation of **The Team** as a model of using media for peacebuilding. Many expressed direct interest in joining **The Team** cast because they appreciated its message and its inclusion of ordinary youth. Comments included:

*"What you are doing with **The Team** in Kenya is exemplary and a model for the other producers, actors, fans and citizens in the rest of the world."*

*"vipi waseya..nothing has so good like playin a role in **The Team**.. lets come together and fight for peace."*

*"we need more progis like **The Team** ...it helps people see each other as kenyans and not as fellow tribe mate...big up TEAM."*

*"please tell me how i can become a part of **The Team** even if its an extra or the cheering squad.thanx hope to hear from u soon."*

*"Hey **The Team** makes me to be glued to the screen. Too bad i failed **The Team** auditions but some can entertain and they need some fans that's life"*

Visit **The Team** Kenyan Website:

<http://www.theteamkenya.com/>

### 3. Cases of Action and Transformation

The examples below evaluate the qualitative impact of *The Team* in eight different regions of Kenya. These include Nairobi (including Kibera and Mathare), Eldoret, Kakamega, Kisumu, Mombasa, Nakuru, and Navisha. All of the areas greatly suffered from the 2007 post-election violence. The examples show changes in the attitude and behaviors of people occurred and the transformation of conflict situations into peaceful, positive, and productive work happened as the result of the project.

The sense of a united Kenya, leadership, teambuilding, cooperation and coordination is a cross cutting theme of nearly all the case studies. A number of individuals and organizations and groups such as: The Kenya Muslim Alliance (KMYA), Amua Karagita Youth Group (AKYG) & Manyani Youth Group (MYG) were greatly inspired by *The Team* and seem to have made significant impact in their various regions. The Amua Karagita for example, was able to meet the diverse needs of its members, seeking to be self reliant despite the bad reputation and complexity of the Naivasha region. The group seems to have analysed the context of its environment well which seems to have informed the choice of the various activities it has been engaged in. It offers ideas that are worth exploring by the *The Team* managers and duplication of similar projects in other areas with similar challenges could be explored.

#### **Eldoret**

Anne is a young woman from the Kikuyu tribe whose family was displaced because of the 2007/2008 post-election violence. The Kalenjins tribe were accused to be the perpetrators of violence in this case. During the conflict most things from Anne's home were either looted or burnt. When she eventually went back to her home, she went through psychological trauma as she was able to identify several looted articles from her home, like kitchenware and clothes, in the homes of friends and people in her former neighborhood.

By watching episodes of *The Team* she came to realize that she was in conflict with the community and the best way to resolve it was to initiate dialogue with the community that caused her distress. This proved to be the best way to resolve the conflict.

Anne is currently also a part of the business activity 'DIVAS' that has members from different tribes. The business venture that had only women at the onset has now evolved and does have men as members. Anne says that the screening of *The Team* helped her realize that the change that she wants to seek in others must start from herself first.

*The Team* has helped Anne to overcome her traumatic past and to become a 'role model'. She also volunteers at children's home, youth meetings and other gatherings. Her hope is to see a united Kenya- where neither tribe nor race is used as a form of discrimination.

### **Kakamega**

This story is about a Luhya lady who owned a salon and had employed two Kikuyu ladies. During the 2007/2008 post-election violence, she got threatened for not disclosing the whereabouts of the two ladies, a time when Kikuyu ethnic members were being targeted as others took refuge at various police stations. While back at home, the 'aggrieved' youth looted her salon, some of them being her friends. This resulted in her not being able to support her family and eventually ended up losing her sister, who had a heart problem.

Through watching *The Team*, she gained the courage to forgive as the first step towards peace and reconciliation. Some of the youth who she knows caused her all that pain, currently do come to her for assistance which she provides thanks to the lessons learnt from *The Team*.

### **Kibera:**

#### **Example 1**

Olando Pirates was a football club which was dissolved, after the 2007 elections, due to its reputation of being a violent team. After being inspired from '*The Team*' mobile cinema screening they rebranded and transformed themselves into a peaceful group and renamed themselves 'Mashimoni Football Club'.

Now the club brings together members from all the main tribes Luo, Luhya, Kamba, Kikuyu, Nubian, and coastal people, all hailing from the informal settlement known as Kibera slum. The Mashimoni Football Club has even come up with poultry keeping and garbage collection businesses to enable *The Team* cater for its expenses in the management of the football club. Most interestingly, the club has nominated one of their members to vie for the position of Ward Representative in the coming 2012 general elections.

#### **Example 2**

The case is about the violent incidence in which a drunken person beat his friend's girlfriend who was pregnant. When the victim was taken to the hospital, none of the medical attendants was willing to help them on the grounds that it was a criminal act according to the law 'grievous bodily harm with the intent to kill'. The rescue point was Kenyatta

National Hospital (KNH) where a scan revealed that the baby was okay and the only prescription was for the expectant mother or the victim to be on bed rest.

The matter was brought to the attention of *The Team* facilitators - Tony and Cecilia who convinced both parties to drop the criminal case opting for reconciliation without compensation. The perpetrator was saved from facing the criminal charges. He has since quit drinking and is living a decent life.

## **Kisumu**

### **Example 1**

An interviewee confirmed that he was able to get a job as a film producer after having been 'empowered' through discussions held during *The Team* sessions. A number of underlying issues were elaborated by the program like rape, corruption, youth leadership, and tribalism, the underlying issues of last election.

### **Example 2**

Fitima Box, a film based on the theme of 2007/2008 post-election violence and underlying issues as a result of watching *The Team*, was sponsored by Film Aid International through training services with film producers being extended by The Media Focus on Africa. A number of individuals benefitted from this.

### **Example 3**

An interviewee says *The Team* in conjunction with the Kisumu Municipal council have been able to plant trees at Ezra Gumbe Poimasy in addition to holding football matches with best being awarded trophies. The message cutting across these events is peace and reconciliation.

### **Example 4**

An interviewee has been able to mobilize young people to participate in the national youth council elections in May 2010.

### **Example 5**

An interviewee thanks to *The Team*, in partnership with civil societies has put together Pasaka awards every April for best governance practices and to spot youth talents in effort to cultivate peaceful coexistence.

## **Example 6**

An interviewee has, after watching *The Team*, come up with gender balanced football team in Oyugis town called 'G'. FC funded by Society Empowerment Program through *The Team* TV programme.

## **Mathare**

Mathare, Nairobi's second largest slum, has been one of the hardest hit areas in the chaos following the December 2007/2008 post-elections violence. The Mathare informal settlement has administration boundaries in form of villages, each with a village elder. The slum spans across two parliamentary constituency boundaries under the jurisdiction of two members of parliament. There are four predominant ethnic groups living in this informal settlement.

Jane Wangari and Jacob Ogado, both members of the District Peace Committee and regular participants of *The Team* Mobile Cinema Screening shows, were also victims of post-election violence. Born in Mathare and having lived there all her life, Wangari couldn't understand how people who grew up together could turn against one another just because they were from different tribes.

After watching *The Team*, with other members of different ethnic communities they set out on a resettling exercise for those who were displaced by others during the violence, particularly old women. Wangari, Ogado, members of the two groups together with some fundraising from churches contributed some money and engaged village elders and area chiefs to summon the illegal occupants for a mediation process. Funds raised were given to the "forceful occupants" as "an appreciation gesture" for having taken care of the house while the owner was "away", the houses were then given back to the rightful owners. The groups were able to recover a sizable number of houses.

Mobile Cinema Screening of *The Team* has facilitated the peace reconciliation process and has demonstrated that mending ethnic relations in the Mathare slum is possible, something that has remained a big challenge to the Government of Kenya.

## **Mombassa**

### **Example 1**

Kenya Muslim Alliance (KMYA) is a grassroots nonprofit and non-governmental organization with focus on peace, leadership, education and development. After post election violence KMYA decided to target youth of different constituencies, tribes in secondary schools as a part of their peace promotion campaign.

The organization used *The Team* as an opportunity to target the aforementioned groups by encouraging them to attend the mobile screenings. The results were overwhelming with so many youth appreciating the program, learning the positive messages and taking it further to other youth groups in their constituencies. KMYA during discussions also assessed a positive attitude change in the secondary schools students.

In addition, KMYA organised several tournaments between youth from different constituencies with one very important message, appreciating each other and enhancing understanding and peace among the communities in Mombasa. On top of this, they have tried to move to the grass roots, trained elders, chiefs and other people in authority in peace and conflict resolution methods. Despite some challenges faced, KMYA have expressed their intention to continue collaborating with Media Focus on Africa to ensure peace and stability in Mombasa and other parts of Kenya.

### **Example 2**

The Mombasa Nisasa Initiative is a youth network set up in Changamwe Division inspired from the character of ‘Ben’ from *The Team*. The objective of the initiative is to empower youth by giving them access to information, training them on small scale businesses, and strengthening their bargaining power in order to better cope with social, economic, and political issues.

## **Nakuru**

Nakuru is one of the least socially and economically developed areas in Kenya. It was greatly affected by post-election violence; crimes included murders, rapes, looting etc. Manyani Youth Group (MYG) is a youth led initiative and have organized themselves from almost nothing to a small micro finance organization, environment group and a football club (Mavuno Football Club) for juniors and seniors. They have a good composition which constitutes different ethnical groups and backgrounds. They convene interactive sessions and have an open system with government arm of

authority and with clear disciplinary action on members who may go astray. They have a sense of unity and love amounting to “Peace”.

*The Team* played a very important role, provided financial assistance, in the establishment of MYG. More so they say it is sports that unifies them and inspires them regardless of their political, social or cultural backgrounds a thing that was perfected by *The Team*.

## **Naivasha**

### **Example 1: The Coffee Bar**

The Naivasha slum called Karagita was the starting point of this project. It is here that local youth organizers Peter Kairie and Virgina Waimatha convinced 70 youth leaders to watch *The Team* together to discuss themes such as tribalism, corruption and reconciliation. Not radical until one learns that these 70 youth represented warring tribes who had been at one another with pangas during the post-election violence. Karagita was particularly hard hit. Early dialogue sessions led by Peter and Virgina proved difficult as participants were still afraid of their neighbors. Coffee bar organizer, Charles Omwanro says, “After the post-election violence, there were the Kikuyus and the Luos – no unity. After we watched *The Team*, it changed. We started developing trust... again and had the courage to talk to one another.”<sup>7</sup>

### **Example 2: Amua Karagita Youth Group**

Amua Karagita Youth group has been in existence for seven months and has 200 members that brings together various youth leaders, previously without any portfolio who came together during *The Team* screening. At the end of the second season of *The Team*, the youth in Karagita were motivated to unite irrespective of their ethnic affiliations and adopted *The Team*'s spirit of ‘Unity is Strength’

The organization engages with flower farms and hotel managers for job placement for members, so far 105 members have benefited with 60% of them under permanent employment. The youth have also come up with a *Brick Making Placement* getting a loan from ‘Kazi Kwa Vijana’, a government initiative started after post-election violence to help youth engage in self-employment. The business is now running and picking up well. To supplement their income, the group has started a small hotel business majoring in tea and snacks. Amua Karagita Youth is also engaged in the concept of community policing with public administration to fight crime, an engagement the police says is bearing fruits. For sustainability of the groups, all the employed members make a monthly contribution, which combined with

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<sup>7</sup> Excerpted from SFCG’s annual report to DFID.

other income generating initiatives has allowed them to open a bank account which they intend to turn into a cooperative where members can borrow money. They also support HIV/AIDS victims including orphans providing them with basic necessities. A portion of land was also donated to the group by an area chief for tree nursery, which currently has 400 seedlings courtesy of the Kenya electric power generation company (KenGen). *The Team* does facilitate a town cleaning day once a month as a means of bringing town residents together for peace.

Finally the group has started a drama group which aims to stage professional plays based on the concept of *The Team*. They plan to engage in civic education on constitutional rights as a means of empowering area residents.

## **Nairobi**

### **Example 1**

The 7<sup>th</sup> August Memorial Park was established on the grounds where the US Embassy in Nairobi once stood, in memory of the 218 people who died and the thousands who were injured after a terrorist blast. It serves as an educational institution promoting peace and nonviolence through exhibitions related to the 1998 incident and communicating messages of understanding and cooperation instead of violence and hatred.

In this context, the organizers of the Park learned about *The Team* outreach activities, and decided to incorporate its methods, including showing Team episodes to their audience, followed by a facilitated discussion of the themes addressed in the episodes.

Focusing on school students, the Park organizers arrange tours for children to explain what happened in 1998, and to offer them an alternative message of peace and nonviolence. They follow this with *The Team* outreach activity. During this final evaluation mission, one researcher observed such event which included 32 students from Ruaraka Secondary school. After taking the tour of the Park, the students chose to watch episode eight and nine of *The Team*. From these episodes the students identified themes like rumors, unity, ethnicity, team spirit, bribery and corruption, drugs, decision making etc. They recognized these themes as being sources of conflicts in the episodes. Asked about the measures the students suggested the following:

- Avoiding confrontations
- Appreciating differences
- Investigation issues before making decisions



- Avoiding victimization
- Avoid revenge

The park organizers are appreciative of *The Team* model, and what it brings to their mission. They stated that the messages of *The Team* and those of the Memorial Park work well together, and do inspire youth to denounce violence at their personal and school level, and to promote understanding and tolerance.

### **Example 2**

The Ministry of Education has incorporated *The Team* outreach model into the extracurricular activities of some schools. During this final evaluation mission, the researchers visited two of the schools where such activities do take place: Sunshine boys and St. Georges girls schools.

#### **St.Georges Girls Secondary School**

The school is located in a middle class part of Nairobi (Hurlingham). It is a public school run by the government. The students who participated included 17 form threes, 11 form twos, and 13 form ones. At this school the girls had watched episodes 1, 2 and 3. They were impressed by episodes 2 and 3. They identified leadership, bribery and corruption, violence, as some of the themes that emerge.

The students suggested that measures as equality, teamwork, being principled, unity, teamwork, integrity, honesty listening, hard work and values would help to resolve the conflict identified.

As a way of reducing conflicts in the school they have set up an integrity club, which emphasize some of these values.

#### **Sunshine Boys Secondary School**

The school is located in Langata which is a middle class. The school is privately owned. The visit to the school coincided with another event in the school calendar. The students had watched 11 episodes but liked most episodes 2 and 8. They identified corruption, rumours, discrimination, and ethnicity as themes running through the episodes.

They suggested that solutions to these problems can be achieved through collaboration, teamwork, friendship, elimination of discrimination, unity, dialogue and respect for each other. In the school the students undertook activities that promote those solutions in their school as a way of increasing peace in their school.

In conclusion, this overview of cases of action and transformation shows that the people concerned understand the context of their own problems better than anyone can and if given the rights tools, support and encouragement, they are in the best position to address the challenges that they face. *The Team* seems to have captured this notion, which most of the top down interventions seem to ignore and therefore has had quite a positive impact. The fact that most of these initiatives are being carried out by the local grassroots organizations will also ensure a level of sustainability.

This section of the report includes the most significant evidence that *The Team* has succeeded in generating action among citizens, community groups and civil society organizations. Interviewees in all these cases reported direct influences of *The Team* on their actions. These examples provide qualitative measures of several action-oriented indicators in the Logframe such as:

- 1.1 Number of citizen actions, to engage with one another, and with local officials on any of the themes addressed in *The Team* and dealt with in the outreach activities.
- 2.1. Evidence of increased ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities
- 6.1 Increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*
- 6.2 Number of partner CSOs –including partner media outfits- who can showcase how they have addressed the themes highlighted in *The Team* on behalf of citizens (# of case studies disaggregated by type of CSO and location)
- 6.3 Citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by *The Team* and issues addressed by the outreach activities.

## 4. Survey Results

Two different versions of the survey were distributed among respondents, each with their own particular focus. Version 1 dealt primarily with issues surrounding perceptions, knowledge and attitudes with respect to several of the issues addressed in *The Team* including tribalism, rape, conflict resolution, unity and teamwork. Version 2 focused on actions and changes related to good governance and the rule of law as envisioned in the Logframe objectives. The results from each of these surveys as they relate to *The Team*'s themes will be explored in the following two sub-sections.

### 4.1. Survey Version 1: Results Regarding *The Team* Themes

This section is organized according to various themes addresses in *The Team*. The section includes a summary of the major findings, and the statistically significant differences between baseline, midterm and final evaluation results. The specific tables with figures and statistical significance are included in Appendix 3. In addition, when appropriate, cases of action and transformation which relate to each theme are included

#### 4.1.1. Identity and Tribalism

- No consistent significant differences existed between the baseline, midterm and final evaluation figures for the various factors influencing **identity**. However, respondents in the final evaluation significantly reported gender as a stronger influence on their identity, and nationality as a weaker influence, compared to respondents from the baseline survey. This perhaps suggests that previously established influences on identity are being challenged. The following contrasting comments made by two respondents illustrate these inconsistencies:

*“I believe that tribe, religion and nationality contributes very little compared to how profession education, socio economic status belong this is what really determines whether you would be respected in the society or not it's much to do with brains than anything else.”*

*“I am a Luluya and a Muslim in religion where tribe and religion are the most important factors in life because if you don't know your tribe then you wouldn't know where you come from”.*

- In terms of **values**, the tendency among those who watched the drama more frequently was to report higher influence of media on their values compared to others who watched fewer episodes. Students were more likely to report higher levels of influence from media, peers and school on their values. Respondents from Mombasa reported higher levels of influence from religion, family and school.

- When asked about their **actions when wronged** by someone from their own tribe, the final evaluation results showed significant differences compared to earlier surveys towards less tendency to “beat” or “mobilize family”. When the opponent was from another tribe, the same pattern existed, and included also less tendency towards “seeking legal action”. Demographically, police respondents and those from Kibera were more likely than others to tend towards “beating”. Police respondents were also more likely to “mobilize family” when wronged by someone from another tribe! IDP respondents were more likely to tend towards “seeking legal action” and “try to reconcile and resolve the conflict” with someone from another tribe.
- When asked about the **influence of tribalism on personal decisions**, final evaluation results showed significant changes in a positive direction regarding decisions on whom to marry, who to vote for, and where to invest/own land. IDP respondents were more likely to acknowledge the influence of tribalism on decisions related to marriage, who to vote for, and where to work, while respondents from Kisumu were least likely to be influenced by tribalism on these matters.

Indicator 3.1. of the Logframe measures the increase in the number of viewers and/or outreach participants who demonstrate a desire to improve tribal and local relations, linked to viewing *The Team* and participation in outreach activities.

The baseline-midterm-final evaluation comparison above shows viewers’ progressive tendency to decrease the role of tribalism when making crucial decisions, which would result in improved tribal relations. These quantitative results are corroborated by the qualitative information gathered with the survey, focus groups and in Cases of Action and Transformation. However, the results for police respondents regarding beating or mobilizing family members against an opponent raise concerns about their ability to resort to peaceful means to resolve conflicts. It may also be an indication of their perception of relative impunity vis-à-vis others.

#### **4.1.2. Corruption**

When asked about **how to handle a difficult situation in a government office**, the overall comparison between midterm-baseline-final evaluations showed a positive change in attitude of respondents. There was a decrease in the tendency to ‘give bribes’, ‘use an influential person’ and an increase in ‘insisting on the right procedure. No demographic comparisons showed consistent, or hardly any, significant differences.

Indicator 2.1. of the Logframe measures the increase in the number of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities. The results above demonstrate improved capabilities to address issues of corruption, which is one of the main themes addressed in *The Team*.

#### 4.1.3. *Gender and Economic Divides*

- When asked about the extent that **issues of gender and class divide** were of concern to them, respondents showed a significant *decrease* in concern in the final evaluation. Women were more likely to report that the gender divide was a concern. Respondents from Mathare and Kisumu were more likely to report that the economic divide was a concern.
- Dosage of exposure to *The Team* correlated negatively with the perception that the economic divide affected access to education, employment, health care, political positions, and land ownership. That Dosage also correlated negatively with the perception that the gender divide influenced leadership. These results are consistent with the ones above which showed that respondents in the final evaluation were less likely to see issues of economic and gender divide to be of concern. Given the trends of responses to other themes in the survey which demonstrate that Dosage and responses at the final evaluation correlate with more positive attitudes, the responses here may be an indication that they have become better empowered to address such issues, and therefore no longer viewed them as major concerns. However, this explanation deserves a careful review.
- Demographic comparisons at the final evaluation showed little consistent significant changes on specific issues related to the effects of economic and gender divides. Among these significant differences were the tendency of IDP respondents to report that the economic divide affects access to education and health care. Respondents from Kisumu were more likely to report that the economic divide affects access to political positions and land ownership. Respondents from Kibera were least likely to find that the gender divide affects access to leadership, justice or inheritance.

#### 4.1.4. *Unity and Teamwork*

- When asked the question: “*Taking into consideration the significance of tribal affiliation in Kenya, what do you think of the following statement: “**Together everyone achieves more?**,”* the score for this statement increased significantly in the final evaluation survey showing a higher agreement that unity and teamwork would bring good to all. Unemployed respondents were least likely to agree with the statement.
- Some respondents provided examples of how unity has manifested itself:
  - “*I help to form a microfinance group comprising of almost all tribe represented, the name « Twangane tuendelee », I adopted a child from another tribe and I encourage others to do so.”*

- *“A good example is a group that I am in right now which has helped me understand more about other tribes because we have people from different tribes.”*
- *“By trying to live peacefully with my neighbors and engaging them in activities that benefit us all.”*
- *“Currently working in an organization with fellow staffs drawn from different tribal background.”*
- *“During post election violence we came up with a group of 15 guys and started to bring back evictees of the PEV of which if I was alone it can't happen.”*
- *“During, the hunger that hit Turkana, Kenyans come together for Kenya for Kenyans and this saved the lives of many who were starving.”*

#### **4.1.5. Reconciliation and Conflict Behavior**

- The survey included questions about respondents’ approaches to conflict. There were no significant differences across baseline, midterm and final evaluation results on any of the approaches used to address conflicts. Demographically, IDP respondents were least likely to go to court, and more likely to seek a neutral third party or to negotiate. Police respondents were more likely to go to court and also to revenge. Male respondents were more likely to forget and forgive, and also to flight.
- The results above continue to raise concerns about the tendency of police respondents to demonstrate an attitude consistent with using competitive aggressive approaches to deal with conflict.

#### **4.1.6. Rape**

- The comparison between baseline and final evaluation showed significant increases in the choice of respondents of “correct” actions when a woman is raped, such as reporting to the police, to a trusted person, seek counseling, and to preserve the evidence. The results also showed a significant decrease at the final evaluation stage regarding “incorrect” actions such as cleaning oneself to avoid contamination. Further, in the final evaluation there was an increase in the perception that relatives would commit crimes of rape. This is an indication of an improved and candid realization of an often suppressed fact- that most rapes are committed by acquaintances.

- Demographically, respondents from Mathare and Kakamega were more likely to select “report to a trusted person” as an action if a woman is raped. The same was true for younger respondents age 25 or younger. “Go to a hospital” was least selected by older respondents age 36 or older. “Seek counseling” was most selected by respondents from Kakamega (97.8%), and least selected by those from Mombasa (66.7%) and older respondents (65.9%). Respondents from the middle age group (26-35 years old) were more likely to select “preserve evidence” as an action if a woman is raped.
- A few respondents (about 35%) reported that rape victims were treated fairly in the justice system. However, over 70% of police respondents reported that rape victims were treated fairly. This significant finding continues to confirm an emerging pattern in the data showing that police respondents seem to have a different position on several issues compared to the rest of the population.

Indicator 3.2. of the Logframe measures “ Viewers interviewed and/or outreach participants demonstrate increased level of skills/knowledge/ understandings of governance issues (related to *The Team* themes).”

The results above demonstrate improved capabilities to recognize issues related to rape, and how to best address them in a healthy safe manner.

#### **4.1.7. Mob Justice**

- In terms of the most effective ways to deal with militias/vigilantes most respondents in the final evaluation survey chose the options of having them face the legal system (65.5%) or banning them (59.6%). However, the comparison to the baseline results showed significant increases in the options of negotiating with such groups or registering them as legal movements. These changes suggest that respondents at the final evaluation are more receptive to inclusive approaches.
- In terms of demographic comparisons, respondents from Mathare and Nakuru were least likely to agree that the government should negotiate with militia/vigilante groups, and along with respondents from Nakuru were more likely to suggest that they face the legal justice system. Conversely, the younger respondents age 25 or younger were more likely to agree to negotiate with them, while students were least likely to suggest that they face the legal justice system. Male respondents, along with respondents from Mathare and nakuru, were more likely to suggest banning them. Those who did not watch the drama were more likely to suggest banning them. Respondents from Kakamega were by far more likely to suggest registering them as legal movements; those

who received the highest dosage of *The Team* agreed. Finally, women were more likely to suggest a national debate on the issue.

- In summary, this topic of how to deal with the militia and vigilante groups seems to fluid and controversial among respondents. In general, the surveys show that those who had more exposure to *The Team*, along with younger, student, and female respondents, were more likely to opt for conciliatory processes and for giving them legitimacy, while male respondents, especially from Mathare, Nakuru and Kakamega were more likely to opt for banning them or addressing the issue in the court system.

Indicator 2.1 of the Logframe measures “Evidence of increased ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities.”  
The results above demonstrate improved interest among frequent viewers of *The Team* to see more use of negotiations and to apply methods of trying to understand the other.

#### **4.2. Survey Version 2: Results Regarding *The Team* Themes**

Version 2 of the survey focused on two main areas: perceptions of participants regarding good governance and the rule of law, and their awareness of civil society and media efforts to address issues raised in *The Team*.

##### **1.2.1. Perceptions about Good Governance and Rule of Law**

As mentioned in the Methodology discussion, Version 2 of the survey attempted to capture the actions and changes related to good governance and the rule of law resulting from *The Team*. This was done largely through five questions related to 15 themes addressed in *The Team*. The questions posed reflected the following Logframe objectives:

- Respondent’s ability to cooperate with other citizens, civil society and government to address the 15 issues
- Respondent’s ability to solve problems around each issue
- Respondent’s understanding of human rights regarding each issue
- Respondent’s ability to claim rights with respect to each issue
- Responsiveness of government officials relating to each issue.



The following chart provides a summary of the mean ratings recorded for each question relating to a specific ability, understanding or responsiveness on behalf of the respondent or the government in the context of each of the 15 themes. Two mean scores are provided: one for the baseline survey and one for the final evaluation survey. These questions were not introduced at the baseline stage. Responses to each of these questions were measured on a scale of 1-10, where 1 means ‘not at all’ and 10 means ‘very much’. The green color highlights statistically significant differences between the mean score at the midterm and the final evaluation stages. The blue color highlights statistically significant differences between those who watched the drama with higher frequency and those who either did not watch at all or watched a few episodes. The red color signifies statistical difference for the two previous conditions: difference from midterm to final evaluation, and difference based on Dosage.

Issue	Respondent’s Ability to Cooperate with Other Citizens, Civil Society and Government		Respondent’s Ability to Solve a Problem		Respondent’s Understanding of Human Rights		Respondent’s Ability to Claim Rights		Responsiveness of Government Officials	
	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation
1. Rule of law	7.40	7.98	6.48	7.53	7.20	9.17	7.01	7.70	4.90	5.94
2. Rape of women	8.02	8.12	7.59	8.00	7.78	7.87	7.76	8.27	5.27	6.78
3. Mob justice	6.26	7.27	5.75	6.91	6.55	8.34	7.90	7.46	4.45	5.72
4. Corruption	7.74	7.91	7.09	7.66	7.77	7.51	7.18	8.17	4.12	5.57
5. Economic divide	6.97	7.49	6.40	7.13	6.58	8.28	6.36	7.67	3.86	5.52
6. Drugs	7.73	8.17	7.22	7.91	7.51	7.65	7.17	8.11	5.05	6.38
7. Alienation of youth	7.83	8.45	7.37	7.86	7.25	8.34	7.21	8.05	4.91	5.78
8. Tribalism	8.16	8.72	7.55	8.06	7.89	7.99	7.43	8.21	4.51	6.16
9. Gender	8.10	8.53	7.60	8.12	8.03	8.67	7.72	8.45	5.70	6.89
10. Team work	8.25	8.78	8.15	8.74	7.86	8.52	7.82	8.37	5.08	6.27
11. Diversity	7.39	8.06	7.13	7.53	6.98	8.64	6.89	8.05	4.72	5.91
12. Good	7.58	8.41	7.24	7.79	7.34	8.02	7.34	8.30	4.25	5.82

Issue	Respondent's Ability to Cooperate with Other Citizens, Civil Society and Government		Respondent's Ability to Solve a Problem		Respondent's Understanding of Human Rights		Respondent's Ability to Claim Rights		Responsiveness of Government Officials	
	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation
governance										
13. Reconciliation	8.17	8.78	7.89	8.25	7.82	8.29	7.49	8.40	5.21	6.65
14. Trauma	6.98	7.73	6.75	7.28	6.96	8.47	6.91	7.52	4.32	5.59
15. Militias/Vigilante	6.56	7.25	6.16	7.11	6.35	7.61	6.47	7.26	4.69	5.59

The following facts emerge from the chart results, and from the demographic analysis conducted in relation with this chart:

1. Scores at the final evaluation stage represent only those who reported watching at least five episodes of *The Team*, while scores for the midterm survey include all respondents. This was necessary in order to determine the extent to which an effect of watching the drama with some level of frequency may be associated with any changes from the midterm to final evaluation stages.
2. Except for a handful of statements in the chart, all changes from the midterm to the final evaluation stage showed increase in the scores, indicating more positive attitudes on all themes.
3. All statistically significant changes from the midterm to the final evaluation stage were in the direction of increased positive attitude at the final evaluation.
4. Statistically significant differences based on “Dosage” were all in favor of those who watched the drama with higher frequency. These differences were prevalent for the first four categories.
5. There is no “Dosage” effect regarding all results related the category of “Responsiveness of Government Officials.”

6. Demographic comparisons based on gender and age revealed rare sporadic differences. When they existed, the tendency was for males and those 36 years or older to report more positive attitudes.
7. Demographic comparisons based on location showed persistent tendencies among Naivasha respondents to report more positive attitudes especially when compared to respondents from Kibera, Kakamega and Eldoret.
8. Demographic comparisons based on profession showed that police respondents had a strong tendency to score higher (positively) on several items in the chart. This was often statistically significant compared to the scores of students, the unemployed and housewives.

The results above provide some of the strongest quantitative evidence in this research that *The Team* has succeeded in achieving its objectives. The statements above directly represented indicators and objectives in the Logframe. The statistically significant changes from midterm to final evaluation stage, the significant differences in favor of those who watched or listened to the drama regularly, and the consistency of results, all prove the success of *The Team* regarding the following indicators:

- 2.1. Evidence of increased ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities
- 3.1. Viewers interviewed and/or outreach participants demonstrate a desire to improve tribal and local relations, linked to viewing *The Team* and participation in outreach activities
- 3.2. Viewers interviewed and/or outreach participants demonstrate a increased level of skills/knowledge/ understandings of governance issues (related to themes)
- 5.1. Increase in citizens' perception that local officials have more understanding of human rights and their ability to claim rights for victims of rape, police impunity, ethnic/tribal, gender discrimination and mob violence, linked to viewing *The Team* and participation in outreach activities.
- 7.1. Interviewed viewers report enhanced responsiveness by government officials to cases of rape, police impunity, ethnic/tribal and gender discrimination

#### ***4.2.b. Awareness of Civil Society and Media Actions***

Survey participants were asked to mention activities conducted by civil society and media outfits to address the issues mentioned in the chart above. Several respondents provided information on such action. It is notable that several directly related the civil society and media efforts to what was learned from *The Team*, or actually showed how *The Team* methods were applied in their own actions. The case mentioned earlier about how the 7<sup>th</sup> August Memorial Park uses *The Team* drama episodes and outreach facilitations model is a good example of the actions mentioned in the chart below.

<p><b>The Contribution of Civil Social Organizations and media outfits in dealing with the issues mentioned</b></p>	<p><b>Quotations</b></p>
<p>1. Organizing social events to get people together and Provide a venue for discussion</p>	<p>“Forum organized to air our views, workshops to inform them of their rights, interactive programs like <i>The Team</i>, improving infrastructure therefore reducing conflict e.g. at water points, latrines, health centers, or media programs that are addressing the issues being aired at crucial times, interactive media like call-in sessions.” #17</p> <p>“Organization forums like (<i>The Team</i>), calling for meeting” #136</p> <p>“platforms to discussion, platforms to push for reforms, set a place for rapid conflict resolution” #16</p>
<p>2. Pedagogic role in educating the youths and increasing awareness in communities</p>	<p>“By providing forums in educating the community...” #25</p> <p>“By sensitizing them on their rights, they have given people [space] to dialogue in forums and in the media help people to see things differently e.g. fist to five.” #26</p> <p>“Education through shows to help enlighten people, exposing the positive and negative incidences that happen in our society and how government is helping.” #30</p> <p>“Through programmers, through campaigns, through media” #39</p>
<p>3. Helping people in raising their voices, empowering citizens and focusing on gender issues</p>	<p>“Providing the constitution free of charge, providing contacts (phone numbers/emails) for dissatisfied citizen to raise their grievances, TV shows talks about the above issues to raise awareness e.g. self-protection, where/how to blow the whistle.” #28</p> <p>“Civil societies have had workshop on human rights, women rights and children right, sensitizing people on Katiba” #218</p> <p>“By using role plays on behavior changing communication through the media; training youths on conflict management drama on how to manage conflict with the community using TV, and football; movement within the locality” #219</p> <p>“Peaceful demonstrations on vices within our society, women empowerment” #532</p>
<p>4. Delivering social services and providing</p>	<p>“Building houses to those who were evicted during the post-election violence.” # 131</p> <p>“Civil society organizations hold meetings with citizens while the media uses advertisement both</p>

<p>assistance to the government</p>	<p>with an aim of educating the citizens of the country, they help the government enforce its laws especially when it comes to drugs thus freeing the youths from engaging in drugs” #135</p> <p>“The NGO's have built houses for us and brought us together in peace projects (rural women peace) where we all come together from different communities and work as a team to help each other” #153</p>
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#### ***4.2.c. Focus Group Discussions on the Impact of Mobile Cinema on citizen groups and civil society***

The following are summaries of focus group discussions that were conducted with mobile cinema participants as part of the final evaluation. The results focus on the effects of mobile cinema on citizens and civil society.

##### **Effects of Mobile Cinema Screenings on People**

In Mombasa, discussants said that *The Team* has sensitized youth on the importance of teamwork as Kenyans, the importance of dialogue & communication in resolving conflicts, and discouraging tribalism and ethnicity.

Eldoret discussants also said that watching *The Team* has encouraged team work and unity, conflict resolution through dialogue and the appreciation of what other people are doing. It gave people the confidence to face each other, understand other tribes and interact with them, share ideas and feelings which has an impact on moving on from the post-election violence experience and learning to trust other tribes.

In Kisumu Oyugis team Society Empowerment Program (SEP) was influenced by *The Team*.

Discussants in Kibera said *The Team* had enabled them to deal with emerging issues when it comes to the process of reconciliation and has also helped them form sports groups which have reduced tribalism.

##### **Effect of Mobile Cinema Screenings and *The Team* Drama on Civil Society Organizations**

In Mombasa, *The Team* has impacted the way CSOs are working in several ways. They are now concentrating on rape cases, encouraging people for dialogue and reconciliation, and organizing sports activities as a tool for peace promotion. Furthermore, it was also shared that Muslim Youth Alliance, influenced by *The Team*, is sensitizing people against the use of drugs.

The impact in Eldoret has given birth to groups like the DIVAS CHAMA and HIPHOP knowledge which provided a platform for different artists to help the community, take motivation speakers to schools and spread different messages like the risk of HIV/AIDS and the promotion of peace, etc. Other groups like Family Health Options Kenya have incorporated *The Team's* messages into their outreach programs.

In Kisumu, CSOs initiated governance project, peace in terms of implementation, helped identify gaps of engagement in terms of conflict transformation.

In Kibera, CSOs focus on issues that do not affect the Kibera residents. They view *The Team* as a competitor and have come up with their own agenda. Despite the fact that *The Team* is locally driven, there is no working relationship.

### **Specific Examples of Changes or Actions**

In Mombasa, it was also shared that *The Team* has brought remarkable change especially to the youth in Mombasa that includes: launching of youth network in almost the whole of Mombasa that they can discuss and solve the issues faced by youth; carrying out ethnicity campaigns and training people on conflict management.

In Eldoret, it has affected the reasoning of group members and has encouraged groups to work together in organizing events like *The Change Nisisi* concert and attending World Peace Day walk

In Kisumu, specific examples that were shared as good practices due to influence of *The Team* are: Dissemination of the constitution of Kenya; civic education to Kisumu rural areas; handling rape case and violence on women; civic education to the Muslim community; women and young people empowered in leadership; referring women to collect birth certificate and mobilizing youth to participate in election

Discussants in Kibera say that *The Team* has enabled people to change the stereotypes of the community in terms of enlightening them to understand that some social amenities and Government services are an entitlement and not a privilege and thus they did not have to be corrupt to get these services. *The Team* changed the perception that youth do not have to be wealthy or to be bribed to become a leader. Another example shared was of Olando FC reformed to Mushimori FC. Team addressed the issue of inter-marriage. They now better understand that such decisions such as choosing a partner should not be based on tribal grounds.

The results above provide specific examples of what citizens view as “how CSOs and media outfits have provided them with improved ways to deal with issues raised by *The Team* and issues addressed by the outreach activities.” (indicator 6.3)

## 5. Discussion and Conclusions

A great success! Since it started, *The Team* in Kenya touched the hearts and minds of many, helped them to see issues of grave concern to them with constructive lenses, with the aim of effecting change on individual and institutional levels. In the process, *The Team* inspired openness, dialogue and engagement with one another to heal old wounds, and to build peaceful communities. *The Team*, by design, and thanks to its outreach activities, motivated individuals, groups and organizations to translate their inspiration by *The Team* into action on the ground. They took it on themselves to start up activities and projects aimed at re-building trust among their fellow Kenyans, channeling youth's energy in positive directions, and sustaining healthy dialogue on issues raised in *The Team*, and which resonate very much with their realities.

The main question that such evaluation is developed to answer is: To what extent can *The Team* take credit for much of the positive changes discussed in this final evaluation report? How can we establish with certainty that *The Team* caused, or contributed to, such constructive attitudinal and behavioral changes? There are several aspects to this question, and its response, based on actual data.

First, the Logframe design and evaluation plan had to be coordinated in ways that allowed for measuring the causal or contribution link between achieving the Logframe objectives and indicators, and the actual activities and processes of *The Team*. This was reflected in the design of several evaluation methods which were tailored around the Logframe objectives and indicators. The Logframe for this project was action-oriented; it was not content with only knowledge and attitude changes. This orientation dictated that the evaluation process seeks such actions and their link to *The Team*. For example, the case study approach which was to identify specific cases of action and transformation, specifically searched for a direct answer to the question of how much *The Team* contributed to such actions. It was not enough for the evaluators to detect cases of positive actions by citizens and organizations. The deeper investigation with all case studies was related to the degree to which *The Team* contributed to initiating and shaping such actions. As has been seen with the final evaluation and also at the midterm stage, especially the outreach activities led often to the proliferation of citizen, community and organizational actions. Youth formed football teams across tribal lines, following *The Team*'s model; schools introduced *The Team* facilitation model into their extracurricular activities; the 7<sup>th</sup> of August Memorial Park incorporated *The Team* model into its educational activities; community members formed reconciliation teams to help displaced citizens return back home.

In all these cases, direct links were established between *The Team* as a TV drama, its outreach activities, especially mobile cinema screenings, and the actual actions on the ground. Main objectives in the Logframe aimed at making “citizens become more effective at engaging constructively on governance issues at local level through increased knowledge and skills of collaborative problem solving,” and to see “strengthened capacity of partner CSOs to address governance issues in innovative ways.” The case studies discussed in this final evaluation report and in the midterm evaluation demonstrate that *The Team* succeeded in achieving such objectives due to its inspiring, relevant and constructive messages and processes.

Second, the public survey was developed to measure specific changes to citizens’ awareness, knowledge and attitudes on issues specified in the Logframe. The challenge was to develop the survey in ways that would allow for measuring with confidence the extent to which *The Team* actually contributed to specific changes. Two approaches were used to determine whether *The Team* contributed to such changes. First, the survey included specific questions which measured certain indicators developed in the Logframe, and directly asked participants if changes to these indicators were attributed to *The Team* drama or its activities. This was possible only with the final survey after survey participants had a chance to receive a sufficient dosage of *The Team*. The second approach was based on isolating the survey results for those who watched *The Team* regularly, and compare them to responses from the baseline and midterm surveys.

Both approaches produced outstanding results confirming, with statistical significance, that *The Team* indeed contributed to positive changes in respondents’ awareness, knowledge and attitude changes. The consistent significant differences between those who watched the drama regularly and those who did not on most statements such as “I worked with people from other tribes on community issues,” “I made positive changes to the way I deal with other citizens,” “I made requests to local officials for services,” “I can solve inter-tribal problems more efficiently,” and “I am familiar with my rights as a citizen” proved this point. This was especially validated as those who watched the drama clearly rated the change and attributed them to *The Team*.

Further, there were highly consistent results for the comparisons between those who reported at the final survey that they watched the drama regularly, and all respondents from previous surveys, on the following Logframe indicators:

- Respondent’s ability to cooperate with other citizens, civil society and government on issues addressed in *The Team*
- Respondent’s ability to solve problems around issues addressed in *The Team*



- Respondent’s understanding of human rights regarding issues addressed in *The Team*
- Respondent’s ability to claim rights with respect to issues addressed in *The Team*

For each of these indicators, the regular viewers of *The Team* significantly demonstrated more positive attitudes compared to respondents from earlier surveys, and compared to those who did not watch the drama at all or watched irregularly. The consistent statistical significant differences, always in favor of those who watched the drama regularly, provide a powerful evidence that the effect of *The Team* on such attitudes is real.

In this regard, it is important to mention that these same statistical tests showed that while the attitude about “responsiveness of government officials relating to issues addressed in *The Team*” has also changed positively in the final survey, that change seemed to cut across all groups of viewers and non-viewers of *The Team*. This means that there is no clear evidence that *The Team* contributed to such positive change in citizens’ attitudes about government’s responsiveness. The results here suggest that the views of citizens about government’s responsiveness have improved, but there is no clear attribution to *The Team* from this research’s standpoint.

In conclusion, the following are the main outcomes of this final evaluation:

1. *The Team* succeeded to a great extent in achieving the Logframe objectives on knowledge, awareness, attitudinal and action levels.
2. The success of *The Team* applied to citizens, community groups, and civil society organizations.
3. The dosage of watching *The Team* was the strongest predictor of attitudinal changes as expected with the Logframe.
4. Although the research proved an improvement in citizens’ views of governments’ responsiveness to issues addressed in *The Team*, there is no evidence that such improvement could be attributed to *The Team*.
5. The success regarding attitudinal changes was well proven qualitatively, quantitatively and statistically according to this research.
6. The success regarding actions by citizens, community groups and civil society was measured qualitatively, with sufficient spread across all regions where *The Team* activities took place.

7. Outreach activities, especially mobile cinema screenings, contributed directly to achieving the Logframe's action objectives. It is not evident from this research whether the drama by itself could have led to generating actions at citizen, community and civil society levels.