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Enabling Effective and Conflict-Sensitive Responses to COVID-19 to Protect Social Cohesion in Fragile Contexts

A multi-country, regional and global final evaluation

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Abbreviations

ABC	Attitude-Behaviour-Conflict
ACC	Assistant County Commissioner
CBO	Community-Based Organisation
CHV	Community Health Volunteers
CSO	Civil Society Organisation
EWER	Early-Response Early-Warning
FGD	Focus Group Discussion
FIDA	International Federation of Women Lawyers
GBV	Gender-Based Violence
IcSP	(EU) Instrument contributing to Stability and Peace
KII	Key Informant Interview
M&E	Monitoring and Evaluation OR Monitoring, Evaluation, and Learning
MECIDS	The Middle East Consortium on Infectious Disease Surveillance
MENA	Middle East and North Africa
PPE	Personal Protective Equipment
PYALARA	Palestinian Youth Association for Leadership and Rights Activation
QA	Quality Assurance
SHRH	Sexual and Reproductive Health Rights
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNRWA	United Nations Relief and Works Agency
WHO	World Health Organisation

Executive Summary

Methodology

This evaluation of the Enabling Effective and Conflict-Sensitive Responses to COVID-19 to Protect Social Cohesion in Fragile Contexts programme aims to address the key evaluation objectives outlined by Search in the evaluation Terms of Reference:

1. Map key findings
2. Measure the extent to which the programme achieved its planned goals
3. Understand how programming contributed to behaviour change and trusting COVID-19 measures
4. Define the main recommendations for programme and policy stakeholders
5. Gather evidence against a selection of 'conceptual questions' to understand how norms, behaviour, conflict contexts and activities have interacted to inform future programming.

Primary data collection was undertaken between October 2021-April 2022. This included **online self-completion and phone-based surveys** delivered across all targeted countries in conjunction with **three deep-dive case studies**: two country-level case studies (Kenya and Palestine) and one global level case study exploring ConnexUs and the Influencers for Chance network. Community-level data from **Search's Conflict Scan surveys** as well as additional **secondary data** (project documentation, social media analytics, etc.) were also analysed to support and qualify data collected for this evaluation. Additionally, an **Engagement Group** including a diverse cross-section of programme stakeholders was engaged at key points to verify findings and improve the evaluation's relevance, utility, and impact.

Key Findings

The evaluation questions outlined by Search are structured around the OECD criteria of relevance, effectiveness, and sustainability. Key findings in relation to those areas are:

Relevance:

- Generally, **the programme identified relevant target groups and defined the most pertinent social cohesion challenges** exacerbated by the pandemic.
- **Significant flexibility was built into its design to ensure activities could be tailored** across complex contexts and respond to both new data and the evolving pandemic.
- There is also strong evidence of **activities being adapted to strengthen reach and relevance**.
- Survey data shows that **the programme generally targeted the groups least trusting of COVID-19 messaging and responses** across contexts. However, several **vulnerable groups could also have benefited from activities despite not being targeted in this phase**.
- The programme generally **ensured accessibility to different groups**; however, there were opportunities to broaden representation in some of the MENA social media campaign products.

Effectiveness:

- Overall, the programme **delivered on its objectives** to increase the effectiveness and conflict-sensitivity of COVID-19 responses and mitigate potential harmful effects on social cohesion.
- However, the programme appears to have had **overly ambitious objectives given the project timeframe and scale, as well as the complexity of issues like trust and social cohesion.**
- **Positive examples of attitudinal change transforming into more conflict-sensitive behaviour and engagement with response efforts were found.** This had some ‘immediate’ benefits in terms of social cohesion, but it was challenging to determine any longer-term indications of social cohesion or benefits to wider communities.
- Deep dive case studies identified evidence of **transformed attitudes resulting in more inclusive behaviour at the horizontal level** and we found evidence of **more conflict-sensitive behaviour from authorities, which in turn increased trust in COVID-19 response measures.**
- There is strong evidence of the programme **bringing groups together to exchange information and support conflict-sensitive responses.** However, in most cases, it is too early to identify examples of this translating to improvement all contexts, and **the evidence of effects on secondary beneficiaries is weak.**

Sustainability

- **Sustainability emerged as the most challenging aspect across the deep dive contexts,** but it is important to recognize that this is more a reflection of the programme’s overly ambitious aims in a rapid timeframe.
- Where there are indications of potential sustainability, these largely **rely on the ongoing momentum of participants and risk collapsing without additional funding.**

Recommendations

Programme Design

1. Consider more realistic and less ambitious target results in future initiatives.
2. Target fewer people more intensively and maximise the uptake of programme outputs to benefit wider groups in a cost-effective manner.
3. Build in an intersectional, gender-transformative approach, drawing on gender-sensitive conflict analysis.
4. Plan sustainability early and consider the programme’s exit strategy from a Do No Harm perspective.

Programme Delivery

1. **Specific recommendations for the Palestine context include:**
 - Training journalists on public health and medical terminology as well as creating opportunities for cross-fertilization of learning with health experts.
 - Working with community mobilisers to prioritise policy topics for advocacy and follow-up with policymakers.

- Fostering cross-fertilisation of expertise among Local champions and collaborating on joint messaging initiatives.
- 2. Specific recommendations for the Kenya context include:**
- Training more influencers and CBOs on conflict-sensitivity facilitation so they can carry out more community engagement meetings.
 - Partnering with organisations focused on long-term resilience-building programs and more livelihood activities.
 - Continuously engaging CBOs throughout the implementation period to address any issues subgrantees might be experiencing.
 - Working with structures already in place, such as women-led peace organisations and the Garissa County engagement forum, to design a communication framework strategy.
- 3. Specific recommendations for the global context include:**
- Ensuring functionality for and greater consistency in updating Influencers' pages on ConnexUs, curating resources, and developing new dissemination formats.
 - Providing additional capacity-building support to Influencers for Change to ensure that their projects are effective and – where relevant – linked up to opportunities for additional funding.
 - Moving the communication component of ConnexUs to existing, better-known platforms (e.g., Twitter spaces, Facebook groups, Instagram, Discord, WhatsApp) so that influencers can explore networking opportunities without integrating a new platform into their routine.

Monitoring, evaluation, and learning

1. Include flexibility for assessing the digital and M&E capacity of local partners and investing in training for this in future programmes.
2. Explore opportunities for improving M&E tools and building them into programme design to track reach and impact of media results.
3. Utilise the Evaluation Engagement Group to refine the dissemination approach and close the feedback loop.

1. Background Information

Introduction

In August 2021, Ecorys UK was commissioned to carry out an independent evaluation of Search for Common Ground’s (Search) programme *Enabling Effective and Conflict-Sensitive Responses to COVID-19 to Protect Social Cohesion in Fragile Contexts* (hereby referred to as *Working Together Against Corona*). The programme comprises of two ‘sister’ interventions funded by the EU Instrument Contributing to Stability and Peace (IcSP), implemented in six countries across Africa and the Middle East and North Africa (MENA) region. Implementation commenced in July 2020 and concluded in April 2022. The evaluation aimed to capture the results of the IcSP’s investment as well as lessons and recommendations to inform future Search programming around effective peacebuilding approaches during pandemics and contribute to the evidence base within the wider peacebuilding sector.

The evaluation team was comprised of international and local researchers with expertise in assessing the impacts of COVID-19; evaluating vertical and horizontal social cohesion programmes; and carrying out surveys, interviews, and focus groups across target countries.

Project Overview

Conflict scans carried out by Search and partners show that the pandemic heightened tensions across Africa and MENA in a number of ways. Rumours and misinformation resulted in the stigmatisation of certain groups and deepening of inter-communal divides; ‘public order’ measures heightened mistrust in authorities and triggered resistance; and the closure of public spaces reduced contact between people of different groups – affecting vulnerable people such as women and girls, refugees, minority ethnic and religious groups, and young people.

Many countries targeted by the programme already experienced divisions prior to the pandemic, as well as weak health systems and contexts of armed conflict and displacement. Against this backdrop, frontline responders, practitioners, and policymakers were often ill equipped to engage with communities to deliver life-saving assistance in a conflict-sensitive manner.

Working Together Against Corona was therefore designed to shift the role of COVID-19 in exacerbating existing conflict dynamics towards being a ‘shared challenge’ - presenting opportunities for peace, bringing people together across dividing lines and building resilience. The programme was implemented in Kenya, Nigeria, Palestine, Tanzania, Uganda, and Yemen, in addition to a MENA social media campaign (covering Jordan, Lebanon, Iraq and Syria as well as Palestine and Yemen) and a global learning platform (ConnexUs). Specifically, the programme aimed to:

- **SO1:** Increase the effectiveness and conflict sensitivity of the COVID-19 response
- **SO2:** Mitigate the harmful effects of the COVID-19 crisis on social cohesion, stability, and ongoing conflict prevention efforts.
- **SO3:** Build global capacities and tools to promote resilience to pandemics, adoption of best practices in pandemic responses, and mitigate future similar threats across societies.¹

¹ Additionally, overarching objectives and targeted impacts for programming can be found in the regional ToCs in **Annex 1**.

Primary target groups were those engaged in the COVID-19 response at inter-communal levels (such as religious and traditional leaders, young people, social influencers, and media messengers) and duty-bearer levels (such as local authorities, health officials and security sector agents), reflecting the programme's 'dual approach' of building both horizontal and vertical cohesion. The communities in which these groups operate represented the programme's final beneficiaries. With local partners, Search aimed to deliver on three key results, as outlined in the programme's Theory of Change:

- **Result Area 1 (Information Management):** Activities included training to media professionals and trusted messengers (such as religious leaders, youth, health experts, and online influencers) to deliver direct, credible information to communities and dispel misinformation; rumour tracking; social media campaigns; radio programming; and provision of small grants for local influencers and CSOs to deliver community engagement activities.
- **Result Area 2 (Social Cohesion):** Activities included dialogues; capacity building in conflict sensitivity; early warning research reports; feedback mechanisms and Track II diplomacy to reduce tensions and enable groups to collaborate across dividing lines in addressing COVID-19 and its long-term consequences.
- **Result Area 3 (Global Learning):** Activities included the development of the ConnexUs platform; production of quarterly reports (country conflict snapshots² and thematic reports), and development of an Influencers for Chance network with wider professional peacebuilders, public health experts and decision-makers to exchange tools, lessons learnt and best practice on how to respond to global health crises in conflict-affected settings.

² Based on Search guidance notes, these reports were later retitled to Conflict Scan Reports. All reports are found here.

2. Methodology

Objectives

The evaluation had five key objectives, as outlined in the Terms of Reference:

1. Map key findings
2. Measure the extent to which the programme achieved its planned goals
3. Understand how the programme contributed (or could contribute to) behaviour change and trusting COVID-19 measures
4. Define the main recommendations for programme and policy stakeholders
5. Gather evidence against a selection of 'conceptual questions' to understand how norms, behaviour, conflict contexts and activities have interacted, with a view to informing future programming.

During the inception workshop, Search also identified exploring the effectiveness of different programme approaches (i.e., activities, partners, and ways of working with targeted communities). This builds on past Search research, which demonstrated that the 'messenger' is as important as the 'message' being delivered. A series of Evaluation Questions were set by Search, structured around the OECD criteria of relevance, effectiveness, and sustainability. Gender and intersectionality were also cross-cutting considerations, including how the programme affected different demographics.

Overall Approach

The evaluation used peacebuilding scholar Johan Galtung's Attitude-Behaviour-Conflict (ABC) Triangle as a guiding analytical framework. Given the complexity of the programme, this provides a simple tool well suited to teasing out how attitudes/norms, behaviour and conflict contexts interacted with programming and relevant external factors. It also mapped neatly against the Evaluation Questions and Theory of Change pathways. When applied to the evaluation context:

- **Attitudes (A)** related to social norms regarding COVID-19, evidence of these changing due to the programme and the degree to which groups complied with or rejected harmful norms.
- **Behaviour (B)** related to groups' response to COVID-19, driven by their attitudes/norms and the wider conflict contexts in which they live, and evidence of the programme positively affecting behaviour (e.g., through more conflict-sensitive public health measures).
- **Conflict (C)** related to social cohesion, including how the programme built collaboration across divided groups horizontally and vertically to mitigate negative effects of the pandemic.

To collect data against the ABC dimensions, we developed a series of indicators closely aligned to the programme's Theory of Change. Qualitative and quantitative data collection instruments were then structured around these indicators as well as broader Evaluation Questions. Search input into all data collection instruments, which were adjusted as needed after short pilots.³

³ For example, it was noted that 'social cohesion' terminology did not always resonate with respondents, and interview guides were adjusted to ensure more accessible language.

Data Collection⁴

A mixed method approach was used, balancing breadth (through surveys across all target countries) with depth (through deep dive case studies) to generate findings that are both meaningful and transferable to the wider contexts in which Search works. To strengthen findings and avoid potential duplication, this evaluation integrated data from Search’s community-level Conflict Scan surveys:

Conflict Scan Surveys ⁵				
	Round 1 (Sept-Nov 2020)	Round 2 (Jan 2021)	Round 3 (May – Jul 2021)	Round 4 (Sept- Dec 2021)
Kenya	735	425	434	453
Nigeria	405	415	2000	1795
Palestine	438	478	411	411
Uganda	500	407	402	400
Tanzania	750	484	524	681
Yemen	467	278	460	445
Total Surveys	3,295	2,487	4,231	4,185

Several questions proposed by the evaluation team were also added to Round 4 of the Conflict Scan surveys to capture data relevant to the specific evaluation objectives (**Annex 2**). Primary data collection was structured around three waves, supplemented by a desk-based review and the Conflict Scan reports.

Wave 1: Participant Survey (November 2021 – January 2022) and ConnexUs Survey (October 2021 – January 2022)

The surveys were designed to understand the reach, relevance, appropriateness and resonance of programme activities and platforms to target audiences, while gathering initial responses against relevant ABC indicators. The Participant Survey targeted a purposive sample of 40 people directly

⁴ Although most countries had completed programme implementation by September 2021, implementation continued until early 2022, so data collection was done concurrently with some final programme activities. As such, full impact may not have been captured through the Conflict Scan surveys or primary data collection for this evaluation. Similarly, the MENA Social Media Campaign was significantly delayed, resulting in Wave 3 data collection occurring only briefly after the campaigns had been launched across targeted countries.

⁵ For more details, see the Conflict Snapshot methodological note here: [Round 1](#), [Round 2](#), [Round 3](#), [Round 4](#)

engaged in programme activities like capacity building, content development, and dialogues⁶ across each of the six target countries.⁷ Based on guidance provided by the Search team during the inception phase, the ConnexUs survey targeted 150⁸ of approximately 500 registered ConnexUs users.⁹ The surveys used closed single and multiple-response questions as well as a selection of brief open-response questions to capture more nuanced experiences. While most surveys were conducted using an online, self-completion format, local enumerators carried out telephone surveys in Tanzania, Uganda, and Yemen to reach people with less mobile data and/or internet access:

Participant Survey		ConnexUs Survey	
Country	# Respondents	Region	# Respondents
Kenya	41	Sub-Saharan Africa	50
Nigeria	43	North America	9
Palestine	30	Europe	8
Tanzania	41	Middle East & North Africa	5
Uganda	47	Asia	2
Yemen	40	Latin America	1
Total Surveys	242	Total Surveys	75

Wave 2: Deep Dive Case Studies (November 2021 – January 2022)

Three qualitative case studies were carried out, allowing us to focus on specific examples of change in further detail. Kenya and Palestine were selected, along with a global level case study exploring ConnexUs and the Influencers for Change network. A purposive sampling approach guided the selection, based on criteria agreed with Search, which included:

- Reflecting both the Africa and MENA regions
- Balancing contexts where implementation was considered successful versus more challenging contexts, to maximise learning
- Ensuring a diversity of programme activities to compare effectiveness

⁶ This included media professionals, community leaders, health officials, authorities and talk show participants

⁷ Online self-completion surveys were sent to stakeholders in Kenya, Nigeria, and Palestine. Phone-based surveys (delivered through in-country enumerators) were delivered in Tanzania, Uganda, and Yemen.

⁸ representing a 95-7% confidence-level, confidence-interval sample

⁹ Due to lower response rate, a FGD was conducted with 10 users as part of the global level case study.

- Avoiding duplicating studies already carried out by Search.

Each deep dive started with a key informant interview (KII) or focus group discussion (FGD) with relevant Search programme staff, then using a purposive ‘cluster’ sampling approach to access groups of direct programme participants (including local influencers, community leaders, media and health professionals and local authorities) as well as those indirectly exposed to Search activities in the same communities (such as listeners of radio programming, civil society groups and community members).¹⁰ This helped to provide a more nuanced view of effectiveness within set communities, allowing for changes across attitudes, behaviour and social cohesion to be tracked, and was complemented by snowballing additional contacts from interviewees.

A combination of KIIs and FGDs were used, offering the ability to triangulate views across different groups while exploring sensitive subject matter in more private settings. With both the Palestine and Global case studies, KIIs and FGDs were conducted online. For Kenya, around half were conducted virtually on by phone and the other half (primarily those with representatives of targeted communities) were done in person through a local consultant. Interview guides were built around the ABC indicators and other areas relevant to the Evaluation Questions:

Deep Dive Case Studies			
Stakeholder Category	# of Unique Participants Engaged		
	Kenya	Palestine	Global
Search Team/Staff	6	10	1
Project Partners/Influencers for Change	15	3	5
Participants/Direct Beneficiaries	22	9	14 ¹¹
Reps. From Targeted Communities	7	--	--
Total Participants Engaged	50	22	20

Wave 3: MENA Social Media Survey (February 2022 – April 2022)

This survey was designed to specifically assess the reach, relevance, appropriateness, and accessibility of the MENA Social Media Campaign, as well as recall and utility of messaging to target audiences. The launch of the campaign itself was substantially delayed. As a result, the survey had to follow this delay and went live in Jordan, Lebanon, Palestine and Yemen in February 2022 and Iraq in March 2022.¹² The initial survey target recommended by Search was 390 people reached by the campaign (65 per country,

¹⁰ This was only feasible in Kenya. Despite several attempts to arrange KIIs and FGDs through Search’s in-country team and their partners, the evaluation team were unable to speak to this kind of community representatives in Palestine.

¹¹ This figure includes direct beneficiaries of Influencers for Chance projects (5) as well as ConnexUs users (9)

¹² The survey was not implemented in Syria (although Syria was part of the MENA Social Media Campaign) due to the Syria campaign being delayed as well as the smaller intended audience and more targeted approach used in Syria.

including Syria) but it was clarified in the Evaluation Plan that this would depend on three factors: (1) the breadth of the intended campaign audience in each country' (2) the level of individual engagement with the campaign products; and (3) users' willingness to complete online surveys (see Key Challenges and Limitations below). Despite Search establishing incentives for completing the survey after initial low response rates, only 38 respondents¹³ completed the MENA Social Media Survey between February-April 2022. Given the low sample size, findings from the survey are not thought to be representative. The analysis in this report focused on the MENA Social Media Campaign draws primarily from secondary data as well as publicly available data regarding reach and engagement. Moreover, leaving the survey open into April 2022 to increase the response rate meant that the available data could not be analysed in time to be included in the main body of this report. However, responses from the survey can be found in tables in **Annex 5** at the end of this document.

Engagement Group

An Evaluation Engagement Group was formed with programme stakeholders such as health and professionals, influencers, media professionals, and CSOs and subgrantees representatives. The Engagement Group was a diverse group with participants from Palestine, Tanzania, Kenya, Nigeria, and Uganda,¹⁴ representing a range of ethnicities, religions, genders, ages, and professions that met at three key points in the evaluation to help strengthen and contextualise findings, form meaningful recommendations, and strengthen dissemination to ultimately improve the evaluation's relevance, utility, and impact.

Data Analysis

Data was analysed and triangulated at multiple levels. All qualitative primary and secondary data – including data from the Conflict Scan surveys – was mapped in an analysis grid structured around the ABC indicators and Evaluation Questions. This enabled exploration of how different ABC dimensions interacted with one another, the factors contributing to changes (either programmatic or external) and the strength of evidence for results achieved.

Survey data was cleaned and analysed in Excel. Internal quality assurance (QA) processes during the data collection period monitored potential challenges related to over- or under-representation in the quantitative data samples. Where possible, attempts were taken to balance the sample, and remaining areas of potential bias are reflected on – where relevant – in this evaluation report. Where significant variations exist between different respondent types (gender, country, organisation/profession, etc.), the data has been disaggregated and rationales for potential variations discussed.

Search's Conflict Scan survey provided a valuable opportunity to triangulate data from the Participant Survey. The Participant Survey was designed with overlaps with the Conflict Scan survey in key areas related to vertical and horizontal cohesion as well as trust in COVID-19 responses. The Conflict Scans surveyed the general public in relevant countries and the Participant Survey specifically only included

¹³ Respondents per country: Iraq (5), Jordan (14), Lebanon (4), Palestine (7), Yemen (8)

¹⁴ Yemen participants could not join the main group sessions, held in English, due to language barriers and attended one separate consultative session, held in Arabic. In addition, internet access in Yemen proved to be a hindrance. This was mitigated by communicating findings and recommendations to participants (corresponding to the second and third session of the main group) in Arabic on 18 March using an asynchronous modality on WhatsApp.

direct beneficiaries of Search for Common Ground activities. Although the sample size of the Participant Survey is comparatively small, this enabled observations about potential correlation between Search programming and observed change through comparison of the two data sets. The Conflict Scan data has also been integrated throughout this evaluation where appropriate to support or caveat findings from primary data collection, particularly for the Kenya and Palestine deep-dive case studies.

A transversal, targeted piece of User-Centred Media Messaging analysis was also carried out, drawing on data from the surveys and deep dive case studies to assess the contribution of the communicative process to observed changes. This allowed us to assess how different media and community engagement approaches affected the behaviour of different demographics and contributed to change. The User-Centred Analysis covered selected samples from the four types of media activities:

1. TV and radio talk shows and public information spots broadcasted on media partners' media channels including FM radio, satellite TV, websites, and social media platforms in Palestine
2. Regional social media campaign content published on Search social media channels in Jordan, Lebanon, and Yemen as well as reactions to and engagement with this content¹⁵
3. Social engagement activities in Palestine (webinars and training of local champions)
4. Reported activity of global influencers in Kenya, Nigeria, and Iraq

From this sampling, three types of messaging chains were constructed for analysis:

1. **Messaging Chain 1:** MENA social media campaign (Jordan, Lebanon, Yemen)¹⁶
2. **Messaging Chain 2:** Search and media partners' joint media activities (Palestine)
3. **Messaging Chain 3:** Global influencers' social media campaigns (Iraq, Kenya, Nigeria)¹⁷

More information about the sampling rationale for different media products as well as additional details about the three messaging chains can be found in **Annex 4** at the end of this document.

Primary and secondary data was validated with an Evaluation Engagement Group comprised of 17 unique programme participants across each of the target countries. This enabled 'stress testing' of findings across contexts beyond the deep dives, identification of any inconsistencies, and assurance that recommendations were realistic, actionable, and owned by participants. An Emerging Findings workshop was also facilitated with Search staff, presenting an opportunity to co-interpret findings, identify any evidence gaps, and prioritise the remaining data analysis phase.

Key Challenges and Limitations

1. **Condensed Timeframe:** There was only a short amount of time between the conclusion of programme activities and data collection. Although this limited the potential for identifying longer-term results and sustainability, that would have been challenging regardless due to the

¹⁵ These countries were reviewed because data from Palestine, Iraq, and Syria were not available and/or the campaigns started too late to be included in data collection.

¹⁶ The MENA Social Media Campaign covered Lebanon, Jordan, Syria, and Iraq, where there were no other programme activities were implemented and Conflict Scan surveys were not conducted. Correspondingly, Search's ambitions for impact in these countries were lower. Also, it is worth noting that variations in dissemination platforms could explain some results; in some contexts, content was not Search-branded (Palestine and Syria) and not disseminated on Search pages due to context sensitivity. In Iraq a new page was created, and therefore there was not a pre-existing page audience.

¹⁷ For this chain, analysis relied primarily self-reporting by participants in FGDs and KIIs.

rapid-response model of the programme. Delays were particularly poignant for the MENA social media campaign, with all campaigns starting later than anticipated, thereby delaying data collection. This, combined with the survey being circulated through the same pages used by the campaign – where engagement was not yet known – likely contributed to the low response rate. In consultation with Search, data collection was delayed, and incentives were implemented to encourage higher response rates. Data from the MENA Social Media Survey has been included in **Annex 5** of this evaluation to avoid reporting delays.

2. **Search In-Country Presence:** Limited Search team capacities in Palestine, following the conclusion of activities, meant the evaluation team was mostly reliant on local partners. This posed challenges in terms of engagement and uptake for deep dives (resulting in the target number of interviews not being met and reduced reach to secondary beneficiaries and local communities) as well as only reaching 30 out of the 40 targeted Participant Survey respondents. This was mitigated by increasing the number of interviews carried out in other deep dive contexts and prioritising secondary data, including the Conflict Scan surveys undertaken by Search throughout the programme period. There were similar challenges in Uganda, and support from Search staff was required to communicate with project partners and ex-staff in Uganda to acquire contact details for the Participant Survey.
3. **Quality of Data:** The quality and availability of secondary data from Search and partners varied, particularly around media tracking and listenership. This affected triangulation of findings on reach and other common analytics. Search partners' reports were brief and largely descriptive. The lack of systematic viewership/listenership analytics among media partners reduced the ability of this evaluation to thoroughly assess Search media products' effectiveness in reaching target audiences.¹⁸ The evaluation team's assessment relied on available secondary data supplied by the Search team and self-reporting through interviews and FGDs with Search, media partners, and primary beneficiaries. Furthermore, although some baseline data was available against log frame indicators, this was not always relevant to the Evaluation Questions and Terms of Reference.
4. **Representativeness:** The Participant Survey did not target final beneficiaries of programme products such as radio and television programmes due to the difficulty of identifying and accessing these groups in the rapid evaluation timeframe. To mitigate this, the evaluation team provided a list of questions for Search to include in the fourth and final round of community-level conflict scan surveys undertaken across all target countries. Findings from these have been integrated into the report, including the extent to which the programme increased awareness and transformed perceptions on COVID-19, and led to behaviour change and increased trust across divided groups.
5. **COVID-19 Context & Online Modalities:** Given the unpredictable nature of the pandemic, ethical concerns around travelling internationally and increased escalation of clashes in some target contexts, most data collection was carried out remotely. This offered flexibility in terms of spreading out interviews over a longer period and in line with respondent availability, allowing

¹⁸The Search team indicated that they encountered similar limitations in their work with local media partners. Local media partners did not have capacity to generate systematic radio or TV listenership/viewership data because of lack of funds to conduct required surveys. In addition, local media partners have limited online operations and lack the capacity and understanding of tracking and analysing online metrics and analytics. The Search team indicated that they have addressed these limitations by conducting capacity building activities on media analytics. However, these capacity building activities are not included in the evaluation because related documentation was not shared with the evaluation team.

greater time to reach snowballed contacts. However, online surveys, interviews, and FGDs also presented drawbacks. Even in normal circumstances, online modalities can be challenging in these settings due to several reasons, including internet access issues as well as lack of familiarity or comfort with following links and filling out online surveys. Where it was thought that these challenges could pose a particular challenge to the final sample, local enumerators were hired to undertake phone-based surveys and – only when deemed safe and in-line with COVID-19 restrictions – carried out some face-to-face fieldwork for the Kenya deep-dive case study.

3. Findings

Structure of 'Findings' Section

A series of Evaluation Questions were set by Search, structured around the OECD criteria of relevance, effectiveness, and sustainability. The findings of this evaluation have been structured around these OECD criteria and associated Evaluation Questions:

Criteria	Research Questions (EQ)
Relevance	Relevance EQ1: To what extent were the programme's overall activities relevant to targeted selected countries' case study contexts?
	Relevance EQ2: To what extent were programme activities and approaches relevant in supporting fragile and conflict-affected situation (FCAS) communities in managing the COVID-19 crisis and trusting response measures?
	Relevance EQ3: To what extent has the design of the messaging chain (producers, content, channels, users) been relevant, appropriate, and accessible to beneficiaries who have been reached through communication and community engagement activities?
Effectiveness	Effectiveness EQ1: To what extent has the programme been able to influence overall trust in COVID-19 responses? What have been enabling factors and barriers?
	Effectiveness EQ2: What were the most significant results in terms of building relationships between conflicting and/or divided communities, or between community members and their institutions?
	Effectiveness EQ3: How did the project's media products contribute to the dissemination of credible information related to COVID-19 and to promoting social cohesion during pandemic times?
	Effectiveness EQ4: Is the Theory of Change realistic for the project, bearing in mind the evidence collected and overall project timeframe?
Sustainability	Sustainability EQ1: What are the core areas that require additional support to ensure the sustainability of achieved outcomes?

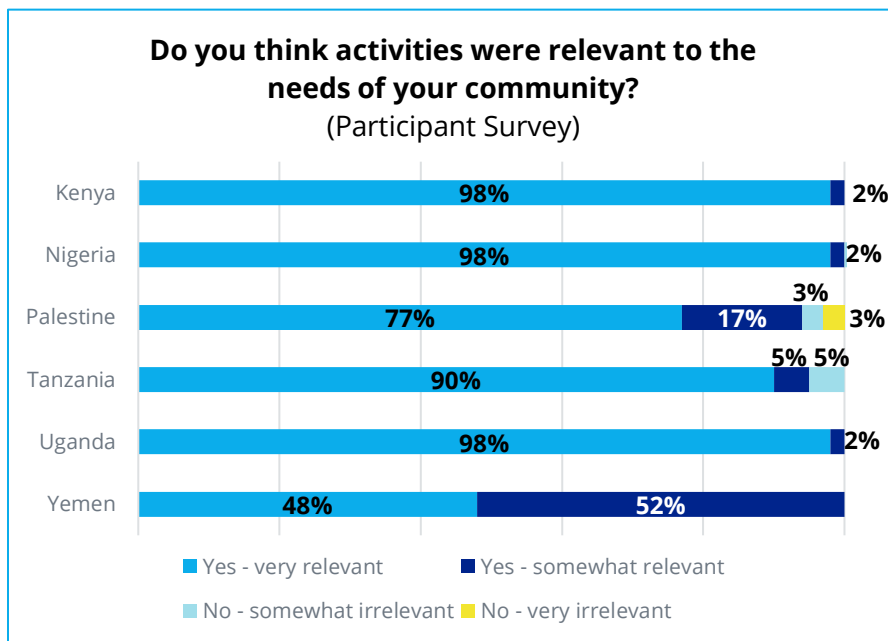
Summary findings relevant to each of the overarching criteria (relevance, effectiveness, and sustainability) are listed at the start of each sub-section. Then each evaluation question is investigated in turn; relevant evidence is presented based on the relevant primary data source (Participant Survey, Kenya Deep Dive, Palestine Deep Dive, Global Case Study,¹⁹ MENA Social Media Survey) with evidence from secondary data – including the conflict scan surveys – interspersed throughout where relevant to support or caveat findings from primary data collection.

3.1 Relevance

- Overall, the programme was tailored to local conflict contexts and levels of (mis)trust, with real-time data and insights used to adapt activities and maintain relevance as the pandemic evolved.
- Several vulnerable groups could have benefited greatly from Search’s approach and be more deliberately targeted in the future. However, it is important to recognise the limitations of reaching expansive groups in rapid response models.
- The messaging chain was accessible to primary target groups, using culturally appropriate content and language and relevant platforms across contexts. There are opportunities to further strengthen relevance of some of the media content to increase engagement.

Relevance EQ1: To what extent were the programme’s overall activities relevant to targeted countries’ contexts?

Relevance EQ1 – Participant Survey



The available data indicates that, overall, in-country programme activities were relevant to the targeted contexts. It is not clear from the available data why such a high percentage of respondents from Yemen felt that responses were ‘somewhat’ rather than ‘very’ relevant. However, it may have to do with the extremity of need across a range of basic areas (food, shelter, employment, etc.) in the country, which might make COVID-19 seem like a comparatively less pressing concern.

There is strong evidence that activities were adapted to specific country contexts as well as to the changing circumstances in these countries. This demonstrates the relevance of the programme

¹⁹ Given the Global Case Study’s focus on ConnexUs, findings from the ConnexUs Survey have been included in the Global Case Study evidence sections

design, having the necessary in-built flexibility to respond to the evolving context of the pandemic throughout the duration of programming, despite being a rapid response model. Real-time data generated by Search, including Conflict Scan surveys and early warning reports, provided a key tool for adapting country-specific activities. For example, during the first Conflict Scan survey in Uganda, increased theft of crops was identified as an issue, directly resulting from the pandemic. As a result, a plotline was included in *Boda Boda man* about a refugee character who stole maize from the host community because he was unable to afford food for his family.²⁰

Relevance EQ1 – Palestine Deep-Dive

The overall approach in Palestine was appropriate and the three activity streams responded to high priority challenges within the complex context.

- **First Activity Stream (Dialogue and Cooperation):** Policy dialogues, conducted separately by the Middle East Consortium on Infectious Disease Surveillance (MECIDS)²¹ and the Palestinian Youth Association for Leadership and Rights Activation (PYALARA) were particularly relevant, as no other organizations were engaged in mediated, sensitive exchanges between policy makers, public health experts, civil society, and the public around the pandemic and its secondary impacts in Palestine.
- **Second Activity Stream (Information Management):** this was necessary to fight misinformation and disinformation around the existence of COVID-19 and the pandemic response (including the vaccine), which is heightened in the Palestinian context due to mistrust in governments.
- **Third Activity Stream (Social Cohesion):** social cohesion activities were highly relevant both in terms of mitigating vertical tensions between citizens and government as well as horizontal frictions between different social groups due to lockdown measures and loss of livelihoods (e.g. the outbreak of violence in Jerusalem and Gaza in April-May 2021).

Overall, the programme topics were important, factual, and timely. Topics for radio and TV shows were reviewed daily and updated to cover different pandemic phases and emerging issues. The content of media shows followed the World Health Organisation (WHO), US, and UK scientific boards' guidelines, with medical jargon converted by media partners and local champions to user-friendly language to enhance accessibility of media messaging.

Relevance EQ1 – Kenya Deep-Dive

Programme activities were effectively designed to respond to the varying needs of different groups rather than implementing a 'blanket' design. This was achieved through consultations with local actors and communities as well as leveraging previously established working relationships and connections. In most cases, Search co-designed interventions with partners, enhancing their relevance for communities. Partners felt that their inputs were acknowledged, further bolstering relevance.

²⁰ A radio drama on Sauti radio in Nakivale refugee settlement in Western Uganda.

²¹ MECIDS was formed in 2003 with a vision of promoting long term health, security, and stability across the Middle East. Public health experts and Ministry of Health officials from Israel, the Palestinian Authority, and Jordan work together through MECIDS to respond to infectious disease outbreaks and other threats to public health.

Programme activities were adapted to changing needs and demands of communities due to the changing nature of the pandemic. Information and data shared between members of Early-Response-Early Warning (EWER) teams through their weekly calls was used to adapt activities. The EWER calls created a platform where community influencers closely engaging with the communities (such as Community Health Volunteers and CBO representatives) could interact with duty bearers (such as members of the Assistant County Commissioner (ACC) office and the police) who are more detached from the communities' needs. This two-way flow of information across vertical and horizontal levels enhanced the relevance of actions taken.

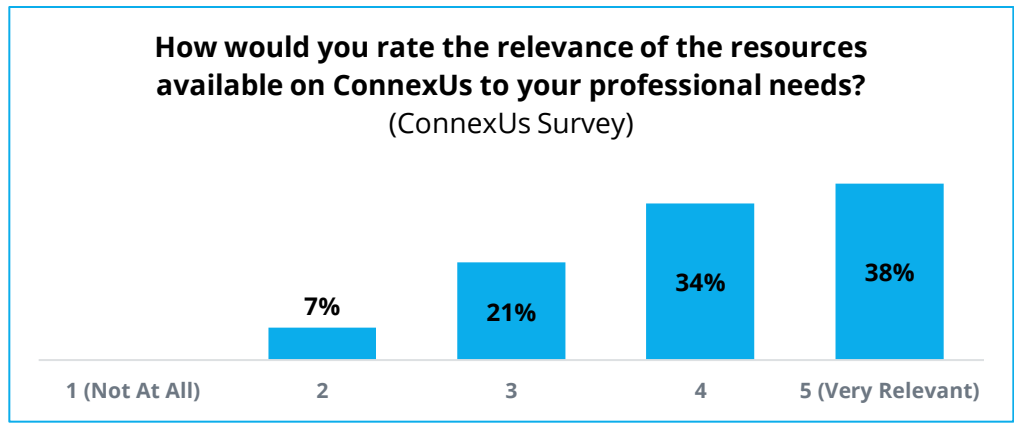
The programme addressed a service gap (tackling misinformation and fear through the communication of reliable COVID-19 information through trusted messengers in a conflict-sensitive manner) while synergising with specialised actors to reduce duplication. Examples of interlinkages include interviewing experts on mental health from the Red Cross in radio programs and amplifying their free toll number in a Search's TV advertisement; partnering with the United Nations Educational, Scientific and Cultural Organization (UNESCO) to deliver capacity building for journalists on COVID-19 conflict sensitive communication; and building on efforts of another EU-funded project targeting youth, *Inuka! Supporting vulnerable youth to participate in community peace and security efforts in Coastal Kenya*. Local administration and health partners would also 'piggyback' their other duties onto Search's engagement activities, for example to distribute masks and dignity kits.

While programme activities were successful in targeting different groups' needs with tailored programming, respondents felt that some groups were not sufficiently targeted. While a single programme cannot realistically target all sections of the populations, Search could leverage its existing relationships with CBOs to share resources with some priority groups identified by respondents, including people living with disabilities and HIV/AIDS; widows; pregnant adolescents, orphans, and vulnerable children; and business owners. Although young people were a key focus of activities, data indicated cases where they felt excluded because most community influencers engaged were adults in positions of power. Furthermore, although Search partnered with local radio stations to air programming in relevant languages, Somali-speakers and other tribes were isolated from the Search main media campaign in Swahili.

Relevance EQ1 – Global Deep-Dive

Digital influencers' activities were adapted to country contexts as well as changing circumstances. Mid-term reports submitted by Influencers for Change suggest that relevance was sustained by drawing on factual and localised media messaging to address COVID-19 prevention behaviours and evidence-based attitudes. The reports suggest, for instance, that influencers aimed to bolster messaging by relying on specific sources trusted by target communities, including prominent radio stations or community elders and leaders. Interviews with influencers also provided evidence that activities were tailored to the needs they observed in the community with a particular focus on how COVID-19 could potentially worsen community relations. For example, an influencer in Kenya noted that her project was designed to tackle an observed rise in GBV, caused in part by sustained lockdowns.²²

²² Intervention to Address Violence Against Women & Girls in Mombasa County project by Farida Ally



ConnexUs users felt the platform was relevant to their needs and work. Several influencers noted that ConnexUs enabled them to connect with a global community of other influencers and professionals. In some

cases, these networking opportunities led to collaboration in projects or the development of new ideas. FGD participants noted that this filled a gap caused by COVID-19 through providing an avenue for meeting and presenting information virtually where it would have been conducted in-person previously. Moreover, beyond allowing programming to continue despite travel restrictions, participants noted that moving to virtual events also allowed for global participation where it would not have been possible previously. These connections helped influencers realise they were not alone in the challenges they faced, contributing to a community of practice:

"[I] was collaborating with about two or three or four of them [influencers]. If there's something I don't understand. That I needed help, I will ask. And then they now get back to me. It was very, very insightful and helpful." - ConnexUs User FGD Participant

ConnexUs Survey responses suggested that users are engaging with a variety of aspects of the platform. When asked what ConnexUs features they had used before, ConnexUs Survey respondents most commonly answered: discussion fora (61%); Influencers for Change Network (61%); and Events Page and ConnexUs Live Events (54%).

Relevance EQ2: To what extent were programme activities and approaches relevant in supporting conflict-affected situation communities in managing the COVID-19 crisis and trusting response measures?

Relevance EQ2 – Participant Survey

Data from the Participant and Conflict Scan surveys suggests **that at the onset of the programme, both knowledge and trust/acceptance of COVID-19 messaging and responses were low across the targeted countries,** although there was variation between the countries.

Before Search’s COVID-19 programming started in August 2020, how informed did you feel about COVID-19 through messages received from the government and/or other actors, including health officials in your community? (Participant Survey)

Scale of 1-5 with 1 = “not informed at all” and 5 = “fully aware”

	Average (out of 5)	% ≥3
Kenya	2.3	17%
Nigeria	2.7	33%
Palestine	3.2	43%
Tanzania	2.4	20%
Uganda	2.8	55%
Yemen	3.0	20%

What was the overall level of trust/acceptance in COVID-19 messaging and responses from the government and/or other actors including the health officials in your community before Search’s COVID-19 programming started in August 2020? (Participant Survey)

Scale of 1-5 with 1 = “no trust/acceptance at all” and 5 = “full trust/acceptance”

	Average (out of 5)	% ≥3
Kenya	1.9	10%
Nigeria	2.2	23%
Palestine	2.6	37%
Tanzania	3.1	41%
Uganda	3.0	62%
Yemen	3.0	43%

This is validated by data from the first round of Conflict Scan surveys, which found that while trust in the COVID-19 response varied between countries,²³ there was a considerable distrust across them all.

Which groups in your community were less likely to trust/accept COVID-19 messages and responses from the government or officials (including health officials) before Search’s COVID-19 programming started in August 2020? (Participant Survey – Multiple Responses Allowed, Top 3 Responses Per Country)²⁴

	Kenya	Nigeria	Palestine
Young People (18-34)	72%	Different Religious Groups 33%	Poorer People 50%
Different Religious Groups	65%	Young People (18-34) 30%	Older People (50+) 50%
Different Ethnic Groups	57%	Different Ethnic Groups 28%	Children (<18) 38%

²³ For example, in the Round 1 Conflict Scan surveys, 79% of respondents from [Tanzania](#) indicated that they agreed or strongly agreed that the government is doing its best to consider the needs of everyone equally when making decisions about services but only 26% of respondents from [Kenya](#) answered similarly.

²⁴ A list of the pre-defined categories for each country can be found in **Annex 3**.

Tanzania		Uganda		Yemen	
Young People (18-34)	54%	Refugees	86%	Poorer People	76%
Different Religious Groups	51%	Young People (18-34)	40%	Older People (50+)	76%
At risk youth (Maskani)	49%	Older People (50+)	40%	Young People (18-34)	70%

These results suggest that, in general, Search’s programme activities in each country were well-targeted to the community groups that were less trusting of COVID-19 messaging and responses. For example, youth were a focus across all six countries; programming in Kenya and Nigeria included a focus on minority groups and social cohesion between different ethnic and religious groups; and refugee groups – as well as surrounding host communities – were the primary focus of programming in Uganda.

However, the Participant Survey highlights a few areas that programming could have focused on – instead of or in addition to the selected areas – to maximise relevance. Older people were noted as less likely to trust or accept COVID-19 measures by respondents in Palestine, Yemen, and Uganda. Moreover, during both KIIs and Engagement Group sessions, stakeholders highlighted the elderly populations, especially those living alone, as priority vulnerable groups due to their isolation during the extended lockdowns. However, media messaging generally did not flag the isolation and vulnerability of elderly groups nor did it focus on encouraging the younger population to take care of their elderly relatives. Likewise, poorer people were the group most identified as being less likely to trust COVID-19 messaging and responses in Palestine and Yemen; however, they were not explicitly targeted.

Relevance EQ2 – Palestine Deep-Dive

While the programme intentionally set out to tackle misinformation and GBV, the scope risked being limiting - particularly at the expense of addressing the serious gender-related economic effects of the pandemic, which exacerbated these issues. The focus on misinformation and GBV overshadowed the massive loss of livelihoods affecting – mostly male – workers. Respondents flagged the massive loss of livelihoods as well as strict and extended confinement as the major causes for tensions in their communities and households. These in turn contributed to a rejection of governmental measures, severe degradation of mental health, and increased violence against vulnerable groups such as women, children, and the elderly. It was also a major cause for under-reporting COVID-19 cases and low testing at the early stages of the pandemic, as Palestinian workers in Israel feared that if they took the test or reported infection, they would be banned from entry and work. While some TV and radio episodes covered issues related to the loss of livelihoods, programming could have been more relevant in supporting an effective, conflict-sensitive response by being more inclusive of the experiences of male workers, including daily laborers and self-employed/ small business owners. The focus on GBV was reported to have been mainly informed by donor priorities for Palestine, which limited the scope of the response.

Relevance EQ2 – Kenya Deep-Dive

Engaging communities’ gatekeepers helped enhance legitimacy and lay the necessary foundations for trusting response measures. Search worked closely with and through local CBOs,

actors, and influencers with established credibility with and influence on communities, for both media and community engagement activities. Search also leveraged its relationships with local authorities and security forces, allowing for a rapid start-up and enhancing of project legitimacy and buy-in. This was reflected in the effective functioning of EWER teams, dialogues, and radio as well as in the willingness of authorities to collaborate. Another factor which ensured Search was well-placed to contribute to building trust was the perception of Search as a 'neutral' actor facilitating dialogues in a safe space. Lastly, the use of appropriate language was essential in creating trust through media interventions; while most programming was aired in Swahili, in Garissa County, some programmes aired in the local Somali/vernacular language.

Sensitisation activities (dialogues, town hall meetings, short films, theatre) helped to equalise access to information and awareness, especially in marginalised communities, and to improve vertical cohesion. Respondents felt messaging was particularly relevant during peak times of the pandemic. Community engagement activities involving open dialogues helped to build communities' confidence to freely talk about COVID-19 and reduce stigma towards those who tested positive. The authorities' involvement in activities and the fact they discussed at the same level with the communities and then took actions after the dialogues contributed to foster trust. Through transmitting trustworthy information and creating a link between the government and targeted communities, citizens started to grasp the reality of COVID-19 and realised following COVID-19 protocols was not only about compliance but also important for their own health.

"Search first began by eliminating the fear of COVID-19 from the public by providing correct information against the myths and misleading information spread by many people and also social media." - FGD Participant, Mathare

Relevance EQ2 – Global Deep-Dive

The activities and approaches selected by digital influencers were generally relevant to supporting conflict-affected communities in managing the COVID-19 crisis and trusting response measures. Influencers designed and delivered projects aiming to counter misinformation and offer accurate and trustworthy messaging in engaging and entertaining ways. In-person activities also sometimes targeted 'overlooked' groups, such as visiting children's homes - to document challenges through interviews and teaching strategies to prevent spread within the homes²⁵ - and people living with disabilities, through partnering with rights' associations.²⁶

"One of the most efficient ways to address this situation is through the controlling of narratives via entertainment/ informative audio-visual content deployed on social media platforms." – Mid-Term Report for Corona Matters project by Ayotunde Razaq

To enable conflict-sensitive approaches, some influencers trained traditional and religious community leaders as well as political figures in reducing the effects of the pandemic, combating cultural misconceptions, and disseminating awareness on COVID-19. Several influencers' projects aimed to spread positive messaging through the recruitment and training of credible messengers, such as community leaders or individuals that encountered many customers in their day-to-day activities. By

²⁵ COVID-19 Vaccination for Children Living in Children's Homes in Kenya project by Raphael Nyamu Ndwiga

²⁶ Support for Informal Settlements in Response to COVID-19 project by Kelvin Maina

recruiting or approaching political or religious leaders, influencers ensured that the wider reasons for conflict in the community were addressed in the messaging chain itself.

Activities prioritised the most vulnerable groups such as women and youth; however, some less visible or emerging vulnerable groups negatively impacted by COVID-19 were not included in influencer projects. For example, prior to the pandemic, the elderly were conventionally cared for by relatives. However, as the elderly were identified as a high-risk group, relatives refrained from visiting them as a preventive measure to reduce contamination. Furthermore, strict lockdown measures hindered the mobility of family members, contributing to isolation and lack of care. The elderly fall within the gender scope of the programme, especially as elderly women were particularly vulnerable and overburdened with caring activities for their elderly husbands or experiencing isolation if they live alone. Similarly, discrimination based on gender and sexual orientation increased in the pandemic, sometimes translating into targeted layoffs or deprioritised access to crucial services for HIV-affected groups.

Relevance EQ3: To what extent has the design of the messaging chain (producers, content, channels, users) been relevant, appropriate, and accessible to beneficiaries who have been reached through communication and community engagement activities?

Relevance EQ3 – Palestine Deep-Dive

Overall, the media content was highly relevant, with diversified thematic angles suiting the specialties of the three media partners. The content of training sessions for local champions was also relevant, covering gender sensitivity and positive masculinities, media content development and communication skills. The angle of positive masculinity was particularly relevant for the Palestinian context, with local champion respondents confirming that it brought deep changes among their perspectives on GBV and helped widen their views on the role of various actors – women and men – in the societal and community dynamics at play. They added that while conventional approaches of women’s rights tend to be controversial and resisted as a Western import, participants felt that programme activities helped present women’s rights as local issues that affect the whole community.

There was sometimes a contradiction between the positive masculinity approach adopted in social engagement activities (training courses for local champions) and negative masculinity in some media products. For instance, 7 out of the 10 radio spots emphasised negative masculinities, cultural stereotyping, and victimisation narratives. In contrast, the radio episodes hosted a range of experts who provided more balanced and in-depth views about the impact of the pandemic on GBV, which were close to the positive masculinity approach. Recognising this, Search provided feedback to Nisaa FM and held a session on gender-transformative approaches, delivered by their MENA Gender Adviser. However, it was felt that messaging could have been more relevant and effective if a gender-transformative approach was consistently applied, focused on bringing in male members of the family and community as allies and highlighting the stakes at risk for all members of the community.

The suitability and accessibility of the selected media channels and programme activities was mixed. According to the Round 4 Conflict Scan survey,²⁷ the top trusted sources for beneficiaries to get

²⁷ Search for Common Ground, Palestine Conflict Snapshot Data, Round 4

information about COVID-19 among respondents are Facebook (62%) and TV (38%). Search programming in Palestine included radio and TV messaging complemented with digital streaming on their own websites and social media pages (Facebook, SoundCloud, YouTube). There is also evidence that radio outlets are a critical resource for many citizens, particularly for those who lack access to online platforms.²⁸ Another rationale behind using radio was that Nisaa FM is a specialised station for women with a loyal listener base.

However, Nisaa FM listenership proved to be too niche, resulting in Search having to bring on new partners.²⁹ TV was an appropriate complement due to the high viewership rates in the region, and Maan is one of the channels with the most reach in Palestine. However, local media partners did not have systematic audience analysis for analogue or social media channels. Search engaged them in capacity strengthening activities on media analysis, but they were not able to benefit from it due to low technical capacity and limited human resources. Respondents pointed to the need to allocate additional resources specifically to strengthen media analysis capacity to enhance effectiveness of programming.

Relevance EQ3 – Kenya Deep-Dive

Overall, the design of the messaging chain, both through media and community-facing interventions, was relevant and appropriate for the context. Communities appreciated the friendly and participatory approach through which information was conveyed; this contrasted with the government’s prescriptive style which was often felt to spread fear and confusion. Search’s approach was deemed accessible, especially with regards to “infotainment”, which combined conflict-sensitive messaging around COVID-19 with drama, music, and other artistic performances to strengthen absorbing of information and acceptance of messages. Primary evidence showed that radio and live stream audiences were very reactive, engaged with *VoxPop*,³⁰ live messages, social media comments and calls and/or SMS to partner radios. Respondents identified the engagement of influencers in the production of shows, especially radio drama, as a significant contributing factor to the high level of reach. The audiences also appreciated posters and short videos more than long texts.

In terms of content design, programming responded to the most pressing COVID-19 awareness needs of targeted groups. These included misconceptions around COVID-19 and vaccines, coexistence with police, domestic violence, and mental health. Search trained media actors on conflict sensitivity and fact-checking, supporting them in tailoring content in line with Ministry of Health guidelines and conveying messages to best resonate with audiences. Tailoring and adaptation of content was possible through EWER teams’ insights, Talkwalker (also used, and more systematically, in Nigeria),³¹ creative meetings, and listenership and viewership data.

“They covered questions that were on the minds of everyone in the community, questions that people were curious about; to address these questions/concerns the programme planners brought representatives from government as well as doctors to answer them. People were able to understand

²⁸ Search for Common Ground, [Palestine Conflict Snapshot, May 2021](#)

²⁹ Search for Common Ground, [Conflict Scan Palestine, December 2021](#)

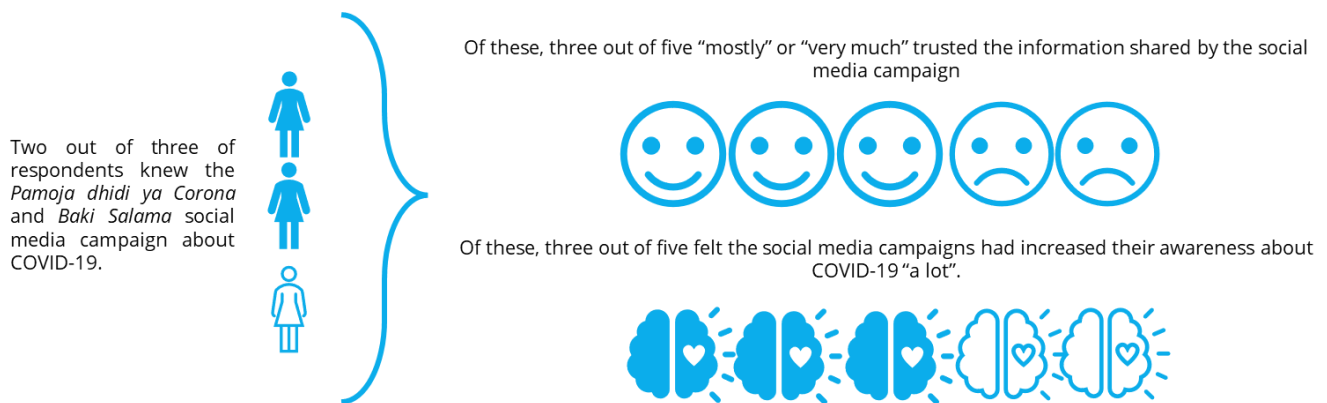
³⁰ A segment in which reporters ask for the opinions of the public on a particular subject.

³¹ A social media management tool that is focused on tracking a brand’s global online reputation and sentiment through online, social, print, TV, and radio. The tool generates actionable insights and competitive metrics.

the correct information being given and appreciated the answers.” – Search Partner Representative, Garissa

Stakeholders engaged through the Kenya deep-dive case study indicated that social media was not trusted by respondents for accessing and sharing information due to misinformation and rumours online. This contrasts with earlier Search Conflict Scan surveys, which indicated that social media is trusted more than TV, radio, and friends and family in Kenya. This difference may be attributable to the distinction between perceptions and trust versus actual use of social media as an information source. For example, target groups might perceive Facebook to be an untrustworthy source of information, but it still has the highest use as compared to other social media, especially for the less tech savvy, less educated, and less multi-lingual as well as older groups (i.e., 35+ years old) in both MENA and Africa.

Data on reach, trust and awareness produced by the social media campaign is shown below.



Search for Common Ground, Round 4 Conflict Scan Data³²

Relevance EQ3 – Global Deep-Dive

The selection of digital influencers for the Influencers for Change project was relevant and appropriate in relation to messaging aims. Influencer selection followed a largely hands off approach from the Search team, which allowed for strong local ownership of the selection process. The selection of influencers was effectuated through open calls for application and by inviting active influencers who collaborated previously with Search on various initiatives. In both cases, the selected influencers demonstrated a credible and active media/social engagement profile and reflected in-depth knowledge and connection with their local contexts.

In many cases, influencers carefully targeted their audiences. Influencer reports show that programmes were adapted to local languages, suggesting appropriate localization of the messaging chain. In some cases – such as in Iraq – language adaption and translation of positive messaging was relevant given a paucity of information in local languages. Several influencers also identified specific underserved groups. For example, in Nigeria, one influencer focused on unemployed youth and offered skills-building activities such as digital literacy and CV drafting. Influencers also made efforts to reach hard-to-reach beneficiaries. For instance, one influencer started a non-profit movement (*Peace to the*

³² Search for Common Ground, Conflict Scan Data (September 2021 – Round 4)

Streets and Creeks) to access physically hard to reach communities, managing to recruit ten others who joined the team, and amplifying messaging through a ConnexUs webinar and social media essay contest.

Reports show that influencers were successful in adapting the messaging chain and mediums to their contexts and changing circumstances – especially in relation to rapidly evolving COVID-19 variants and restrictions. Messaging strategies often mixed mediums such as radio, social media, and hybrid modalities. Several projects relied on creative media products, including audio and live plays and poems. Facebook and Instagram live streaming functionalities were also used to communicate and verify emerging information, such as concerns regarding the Delta variant, in a more rapid way than other mediums would be able to. Additionally, there is evidence that several media products produced by influencers served as a platform for experts and medical practitioners, enhancing the reach of relevant and apt information on COVID-19 and safe practices. For instance, one influencer project, the #CovidLawSeries, featured legal experts discussing the legal aspects of prevention measures.

Relevance EQ3 – MENA Social Media Campaign

The decision to diversify the campaign into country-based components showed high levels of understanding regarding context and adaptability, although there were inevitable implications on the timeline for the campaign's launch and completion. The MENA Social Media Campaign was initially designed as one uniform regional campaign; however, variations in each context regarding the impact of the pandemic on response and social cohesion posed challenges in the implementation and production of media products. Search relied on rigorous audience testing at the early phases of the campaign which informed the decision to diversify the content based on country contexts.

The content of the campaign was culturally appropriate to the specific country contexts. For example, content in Lebanon resonated with the overwhelming demoralisation experienced by the population during total breakdown of the economy, services, and heightened communal tensions. Although the campaign showcased inspirational stories about various vulnerable groups such as women, the economically deprived, and people living with disabilities, lead characters featured in several products mainly represented younger age groups, which reduced the visibility for other vulnerable groups such as older people, children, and persons from diverse ethnic backgrounds.

The adoption of Facebook as a main channel was highly relevant, as it is acknowledged as the most used social media channel in the Arab region with widest reach across age groups. Moreover, the language used across content was highly appropriate, adopting national dialects that offered simple, emotional, and accessible connection to target audiences.

3.2 Effectiveness

- There is evidence that the programme has contributed to shifts in attitude and positive behaviour change, including greater willingness to reject previous beliefs around COVID-19, increased demand for and sharing of credible information, and improved trust in response efforts.
- Evidence from the deep-dive case studies suggest that this has contributed to improvements in social cohesion at the vertical level. However, there is more limited evidence of the programme specifically resulting in increased cohesion between and among divided communities beyond examples of reduced stigma and the tackling of ‘symptomatic’ rather than ‘root causes’ of conflict associated with the pandemic (for instance, gender-based violence).
- Despite media products effectively reaching a range of groups with credible information, there is limited evidence of behaviour change beyond primary audiences.

Effectiveness EQ1: To what extent has the programme been able to influence overall trust in COVID-19 responses? What have been enabling factors and barriers?

Effectiveness EQ1 – Participant Survey

% of respondents who agree or strongly agree with the statement: ‘the government is doing its best to consider the needs of everyone equally when making decisions about COVID-19 services.’ (Conflict Scan Survey) ³³			
	Round 1	Round 4	Change (percent points)
Kenya	26%	49%	23%
Nigeria	26%	46%	20%
Palestine	51%	40%	-11%
Tanzania	79%	86%	7%
Uganda	61%	68%	7%
Yemen	59%	34%	-25%

% of respondents who agree or strongly agree with the statement: ‘other actors working on COVID-19 have my best interest in mind when they do their work.’ (Conflict Snapshot Survey) ³⁴			
	Round 1	Round 4	Change (percent points)
Kenya	33%	76%	43%
Nigeria	48%	60%	12%
Palestine	60%	44%	-16%
Tanzania	87%	86%	-1%
Uganda	68%	73%	5%
Yemen	69%	66%	-3%

³³ Conflict Scan survey question: “Do you agree or disagree with this statement? The government is doing its best to consider the needs of everyone equally when making decisions about COVID 19 services.”

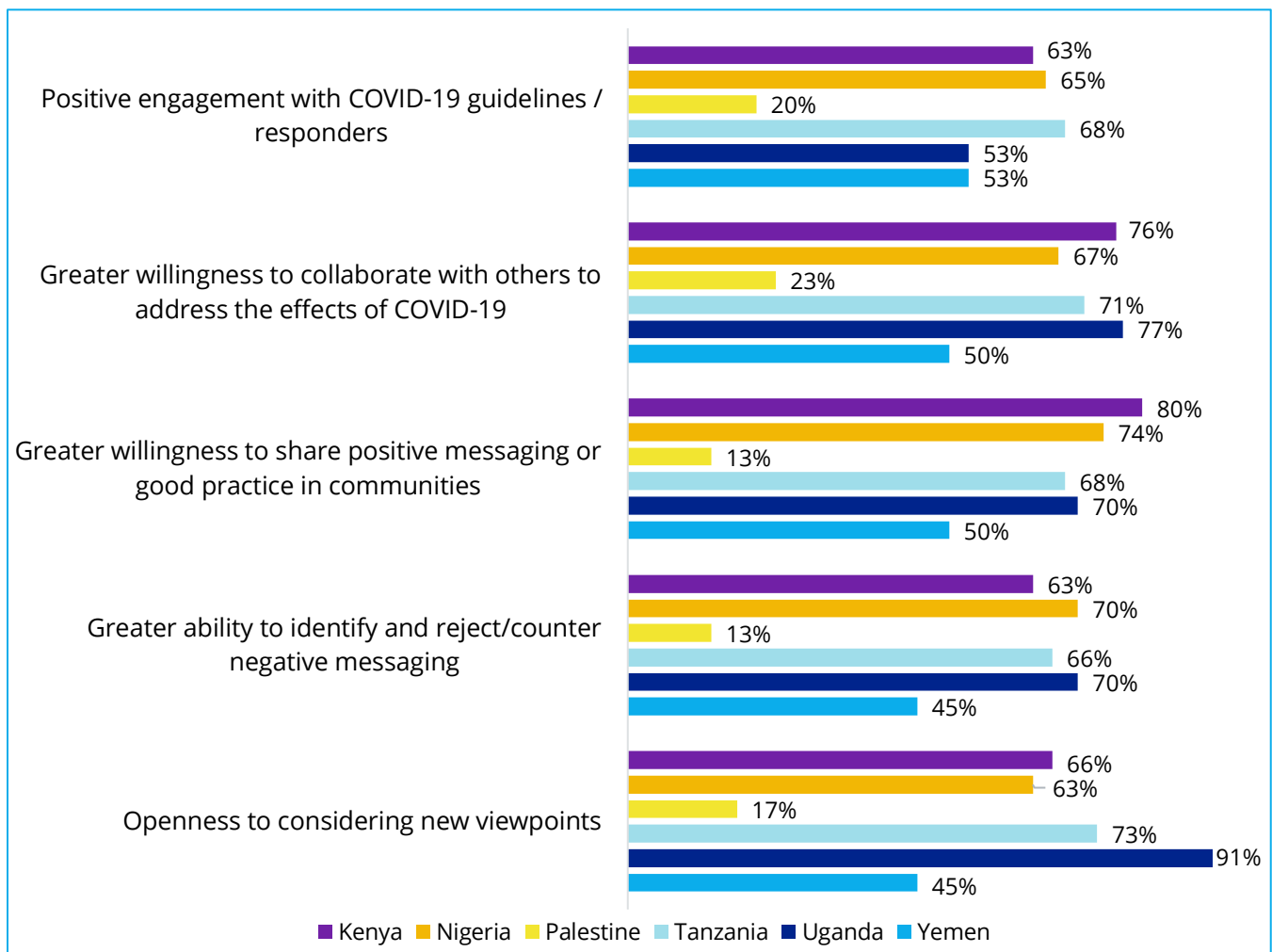
³⁴ Conflict Scan survey question: “Do you agree or disagree with this statement? I trust that other actors working on COVID-19 have my best interest in mind when they do their work.”

All countries apart from Palestine and Yemen saw substantial increases in trust with the government’s COVID-19 response between Round 1 and Round 4 of the Conflict Scan survey. In both Palestine and Yemen, trust reduced over the same period. This is unsurprising given the intense political and socioeconomic upheaval in both countries, which also affected programme delivery.

Trust in non-governmental actors’ response to COVID-19 started higher than trust in government responses across all six countries. However, change was less consistent. Kenya and Nigeria saw substantial increases from Round 1 to Round 4, while Palestine saw a significant decrease in trust likely linked to the particularly complex situation in that country. However, the change in Tanzania, Uganda, and Yemen were within the range of +/- 5% of the Round 1 figures. This is likely due to the starting levels being high in all three countries, suggesting that there were not widespread issues with trusting non-governmental responses to COVID-19 to begin with.

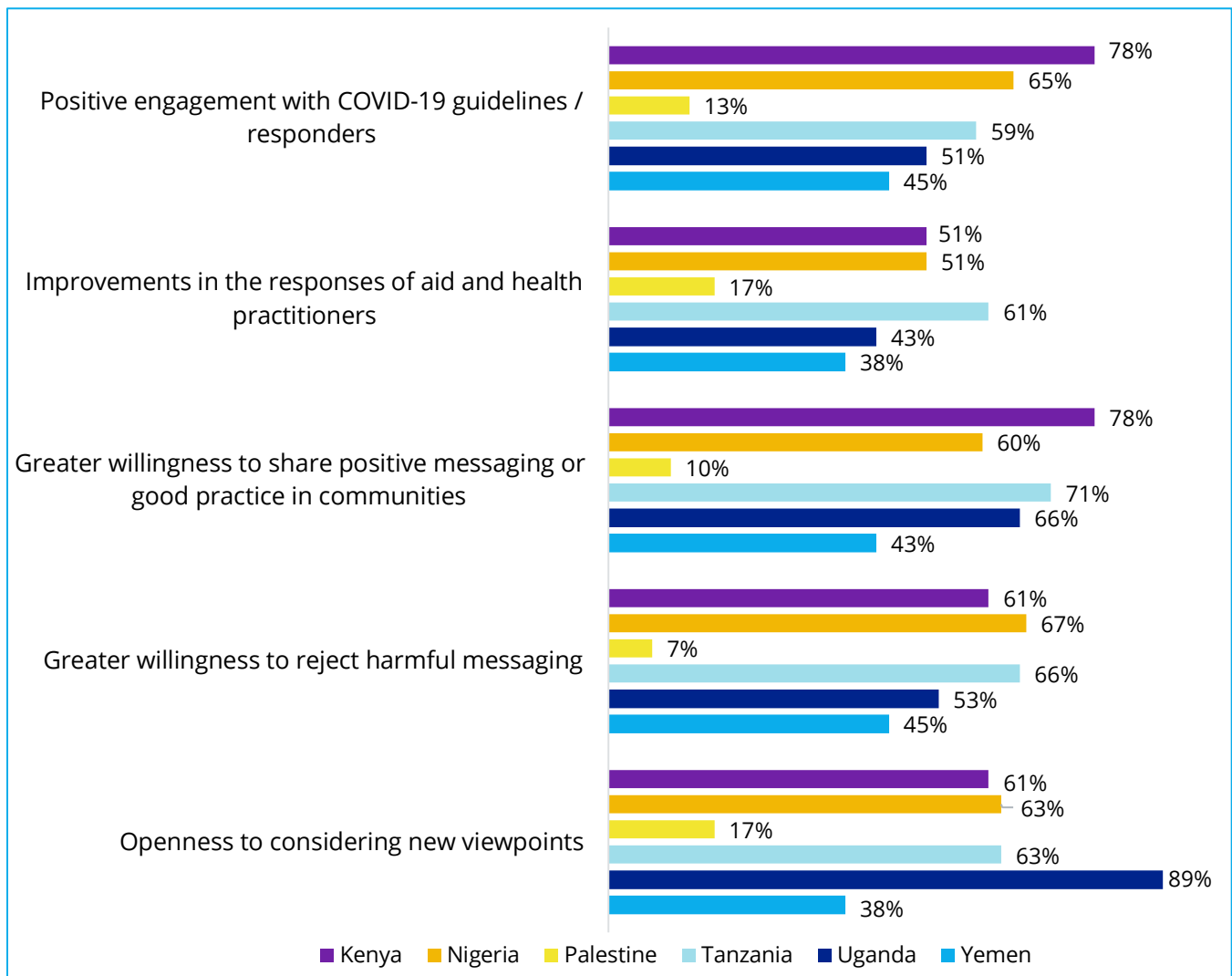
Data suggests that **Search’s programming positively influenced overall trust in COVID-19 response for most primary beneficiaries**, the main group targeted by Participant Survey.

Have you seen any of the following behaviour changes in yourself since August 2020? (Participant Survey – only ‘yes’ responses indicating Search programming had a major effect on this change)



These effects seem to have been less pronounced in Palestine and, to a lesser extent, in Yemen. It is possible that the more volatile and complex contexts in both countries limited the ability of programme activities to have a major effect in building trust in responses, especially considering the short timeframe of implementation. Relatedly, in both cases, COVID-19 was not necessarily a top priority or area of focus for populations dealing with ongoing military operations and political instability.

Have you seen any of the following behaviour changes in others since August 2020? (Participant Survey – only ‘yes’ responses indicating Search programming had a major effect on this change)



Generally, the change observed in others (the wider community/secondary beneficiaries) was lower than what direct beneficiaries had observed within themselves. However, these results do provide some limited evidence to suggest that Search’s programme may have supported trust-building within the wider community. The lower rates of increased trust observed in the Conflict Scan data for Palestine and Yemen are also echoed in these results. This suggests that the results in both countries have less to do with the effectiveness of Search’s specific activities but are instead linked to the wider challenges faced by communities in both countries.

Effectiveness EQ1 – Palestine Deep-Dive

MECIDS facilitated cross-border cooperation on public health issues and reduced threats posed by contagious diseases across Palestine, Jordan, and Israel. They worked to strengthen the capacity of public health and scientific communities across the three countries through the publication of scientific data on the pandemic in international journals as well as facilitating increased cross-border testing and vaccine exchange.

The PYALARA dialogue sessions contributed to an increasing governmental representatives' understanding of citizens' COVID-19 realities and the impact of the imposed measures on society. The sessions facilitated collaboration between 85 beneficiaries (47 female and 33 male) from government agencies, public health experts, civil society organisations and citizens, which was unprecedented for the Palestinian context. Participants stated that dialogue sessions helped in holding government representatives accountable and listening for the first time to the realities of the COVID-19 impact on local communities. However, there is weak evidence that this translated to behaviour change or improved vertical cohesion since there was no follow-up on governmental responses to the proposed recommendations, which in itself constitutes the building block of any incremental steps that could lead to mid- or long-term policy change.

While some examples were given in interviews of secondary beneficiaries increasing their ability to trust COVID-19 response measures (such as uptake in vaccines, wearing masks, obtaining more of their information from credible sources), **it is difficult to assess the specific contribution of the Search's programming to behaviour change due to the multiple sources of information that flooded the media-scape considering the unprecedented global pandemic.** However, during case study interviews, local champions spoke about how they were able to apply learning on media for peacebuilding, conflict and gender sensitivity and positive masculinities directly in community activities. For example, in remote rural areas where local champions conducted trainings on sexual and reproductive health through mobile clinics, women participants opened up about the GBV instances that they or their female relatives have been subjected to, especially during the extended lockdown period. Similarly, in agricultural settings where preventive measures were not initially observed, women increased their awareness about the importance of prevention and became more accepting of wearing masks and social distancing. Moreover, local champions reported greater trust among rural women in remote areas and positive behaviour in terms of prevention and vaccine uptake, as well as more gender sensitive attitudes towards themselves and female family members a result of their interventions.

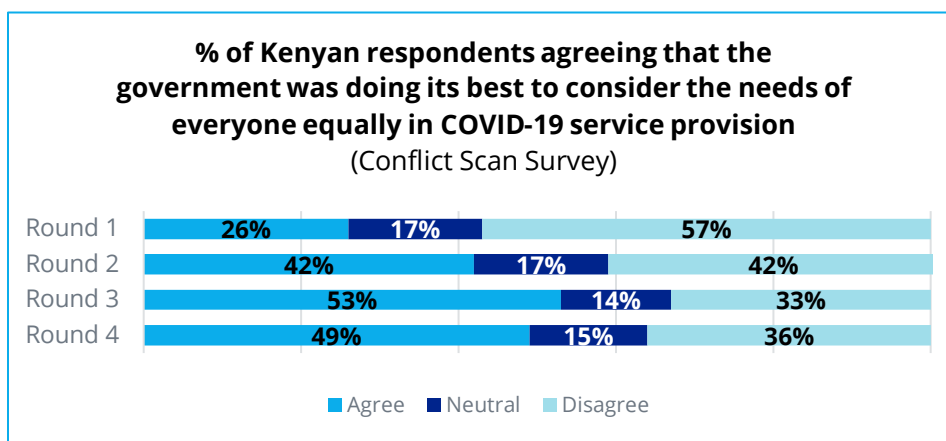
Effectiveness EQ1 – Kenya Deep-Dive

Increased access to local authorities through community engagement approaches increased citizens' understanding of the pandemic and the rationale behind certain protocols. Dialogue fora contributed to eradicating COVID-19-related fears and misconceptions by providing accurate information between communities and authorities. Engaging with others on COVID-19 issues appears to have made citizens better understand theirs and their communities' roles in the COVID-19 response and the rationale behind imposed rules. Community governance fora provided a key avenue for collaboration between communities and COVID-19 responders. 45% of participants reported that the dialogues enabled them to have positive and/or meaningful relationships with individuals across dividing

lines to a very high extent, and about half of respondents reported feeling very safe interacting with government authorities on COVID-19-related issues because of the community dialogues.³⁵

This in turn boosted compliance with and trust towards health messaging and the authorities' COVID-19 response. While *Working Together Against Corona* was not a public health campaign, increased trust in the COVID-19 response had some positive public health outcomes. Respondents indicated that this translated into citizens adopting safer preventative behaviours and collaborating with authorities to limit the spread of COVID-19. Dialogues reduced the fear of attending health facilities, which in turn allowed for the resuming of routine immunisation.

Increased trust in the authorities' response was likely reinforced by the demonstration of more conflict-sensitive actions taken by authorities through the EWER team following community engagement activities. These findings are corroborated by Search's Conflict Scan survey data.



Recent data shows that Kenyan's opinions on vaccines are very split³⁶; however, there has been an increase in trust in the COVID-19 vaccine roll out compared to July 2021.³⁷ This could be related to an improvement in the level of information sharing and to the focus of media programming on vaccine

misconceptions. Increased availability of vaccines may have also contributed to increased trust. As vaccination rates in each country increase, the proportion of remaining unvaccinated participants who are also resistant to vaccination will also increase.³⁸ This rift risks increasing tensions between groups that are favourable and against the vaccinations, and between citizens and the authorities.

Effectiveness EQ1 – Global Deep-Dive

Influencers designed and executed digital campaigns to increase intra-community trust and trust in COVID-19 measures. There is good evidence that these activities were well-planned and executed, and in some cases, there is also evidence of good targeting and accurate messaging. For instance, one influencer documented their own journey accessing factual information, rethinking their scepticism, and deciding to get vaccinated. Their social media campaign targeted those who were not outright sceptics, but rather individuals that *could* be convinced, like the influencer themselves. Another managed to effectively engage with large social media companies to report findings of studies, and directly report

³⁵ Search Kenya, *July 2020 to Jan 2021 Midterm Report* (2021)

³⁶ Search for Common Ground, *Conflict Scan Data* (September 2021 – Round 4)

³⁷ Search for Common Ground, [Kenya Conflict Scan, July 2021](#).

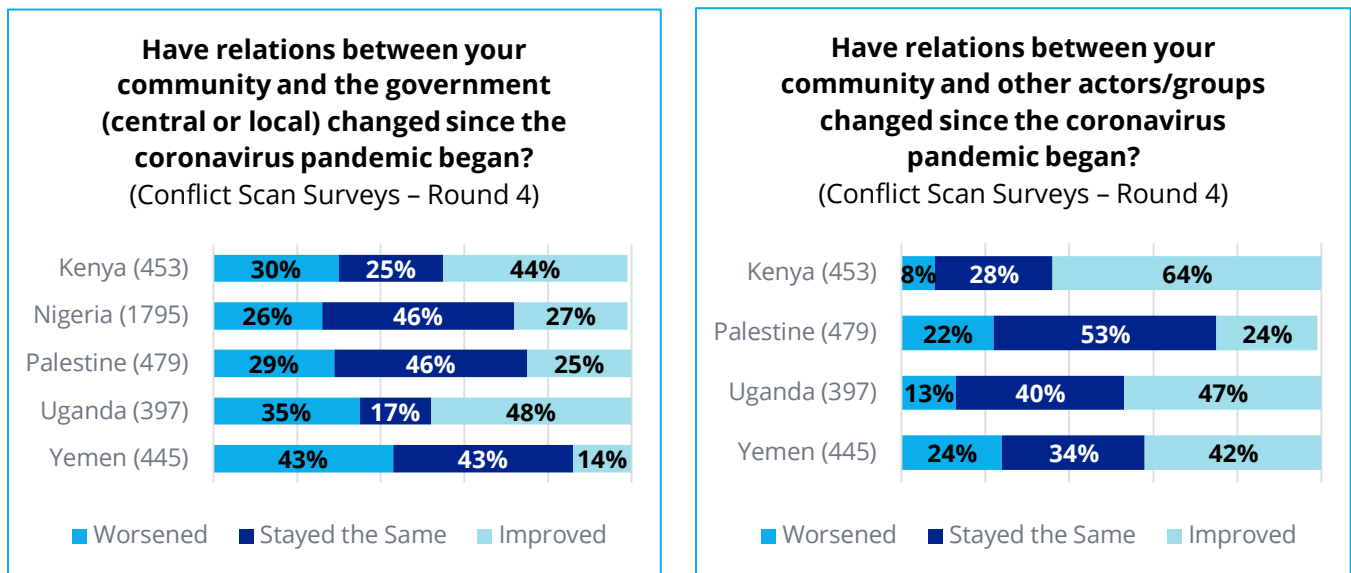
³⁸ Babalola, S., Krenn, S., Rosen, J.G., Serlemitsos, E., Shaivitz, M., Storey, D., Tsang, S., Tseng, T.Y., Shattuck, D. *COVID Behaviors Dashboard*. Johns Hopkins Center for Communication Programs in collaboration with Facebook Data for Good, Delphi Group at Carnegie Mellon University, University of Maryland Social Data Science Center, Global Outbreak Alert and Response Network (16-28 February 2022)

misinformation so that it could be taken down from sites. Several influencers utilised regularly scheduled live sessions and reported that they were effective at increasing reach.

Effectiveness EQ2: What were the most significant results in terms of building relationships between conflicting and/or divided communities, or between community members and their institutions?

Effectiveness EQ2 – Participant Survey

Additional questions were added to the final (Round 4) Conflict Scan survey to provide insight about how vertical and horizontal social cohesion changed in the public throughout the programme period:

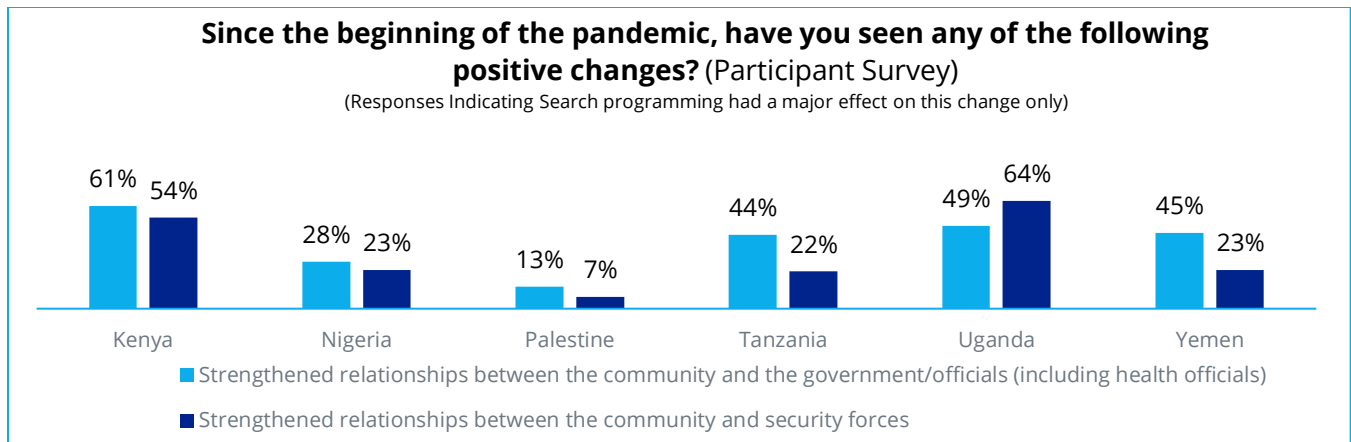


This data suggests that horizontal cohesion was less affected by the pandemic than vertical cohesion. The Conflict Scan survey results demonstrate mixed feelings about how relationships between communities, as well as between communities and authorities, changed since the start of the pandemic. This data also suggests that relationships between communities and other communities/non-governmental groups were less likely to have worsened over the course of the pandemic than relations between these same community groups and the central or local government. The Participant Survey also included questions about changes in vertical and horizontal cohesion in the targeted communities, as well as the effect of Search programming in changes observed.

Effects of Search Programming on Vertical Cohesion

The Participant Survey included questions asking about improvements in vertical cohesion, specifically asking about how much of an effect they thought Search’s programming had in any observed change:³⁹

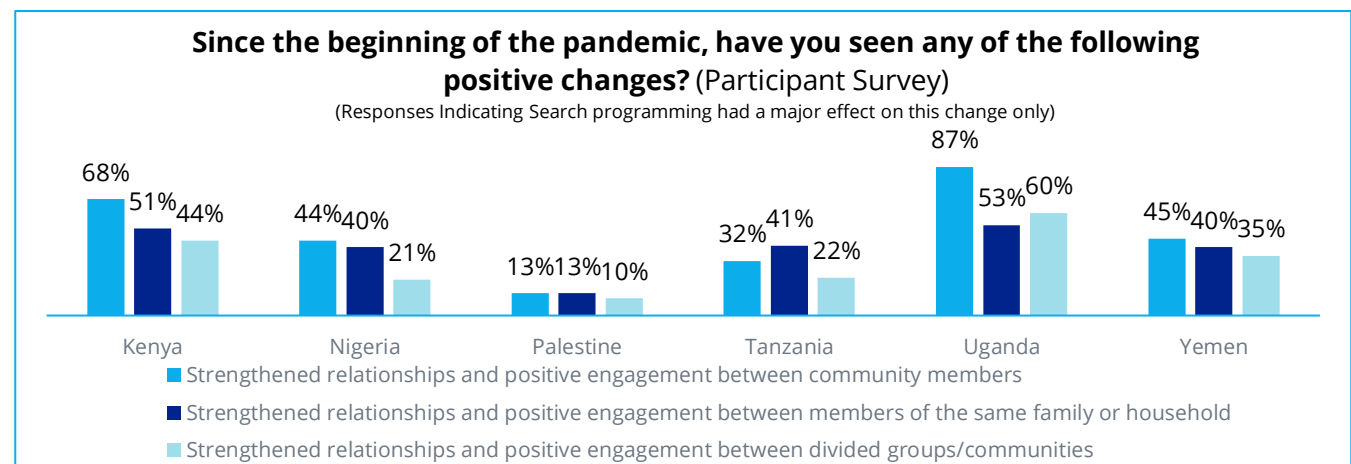
³⁹ After being asked if they had identified specific positive changes in their community, Participant Survey respondents were also asked what effect they thought Search for Common Ground’s programming had on those changes. This graph looks **only** at the percentage of respondents who said they observed change and Search’s activities had a ‘major effect’ on the observed change. This has been done to specifically look at positive changes that could be attributed to Search’s programming.



Only in Kenya and Uganda did most Participant Survey respondents identify improvements in vertical cohesion they felt Search’s programming had majorly affected. Respondents in Palestine were particularly unlikely to report that Search’s programming had a major effect on any positive developments in this area. These findings are consistent with the Conflict Scan data, which showed that respondents in Kenya and Uganda were most likely to report improving vertical cohesion. Only a small minority of respondents in Palestine reported strengthened relationships between the community and the government/officials and/or security forces that could be attributed to Search programming. However, this is consistent with data reported in the Round 4 Conflict Scan survey, suggesting that it is related to wider insecurity rather than Search’s programming.

Effects of Search Programming on Horizontal Cohesion

The Participant Survey also included questions asking about horizontal cohesion, specifically asking about how much of an effect they thought Search’s programming had in any observed change:⁴⁰



As with vertical cohesion, only in Kenya and Uganda did most Participant Survey respondents identify improvements in cohesion that they felt Search’s programming had majorly affected.

⁴⁰ After being asked if they had identified specific positive changes in their community, Participant Survey respondents were also asked what effect they thought Search for Common Ground’s programming had on those changes. This graph looks **only** at the percentage of respondents who said they observed change and Search’s activities had a ‘major effect’ on the observed change. This has been done to specifically look at positive changes that could be attributed to Search’s programming.

Similarly, only a small minority of respondents in Palestine reported any change across the three different areas of horizontal cohesion that Search had majority affected.

Effectiveness EQ2 – Palestine Deep-Dive

PYALARA virtual dialogue sessions enhanced collaboration, fostered information sharing and amplified citizens' voices to governmental actors; however, there were reduced possibilities of public accountability, limiting vertical cohesion due to its limited scale and closed format. Each of the eight webinars resulted in detailed text and audio-visual documentation that formed a record for the performance of governmental response and action steps that government representatives committed; however, not publishing these discussions blocks full collaborative policymaking and vertical cohesion.

Extensive capacity building activities were conducted with local champions on communication skills, social media engagement, video and self-presentation and countering hate speech. Evidence of these being utilised in activities that enhance vertical or horizontal cohesion is generally weak. This is mainly due to the lack of specific M&E mechanisms for Local champions' social engagement activities; there was no post-training systematic documentation or assessment of the contribution of the champions' community engagement activities on secondary or final beneficiaries.

However, it is worth noting that, in pre and post training evaluations, **Local champions reported that their skills and knowledge to improve gender equality in the COVID-19 response increased by one third**, which is a significant change with the potential to have a long-term effect on relationship building and community cohesion. Participants also reported benefitting from cross-disciplinary collaboration through the interactions with their fellow champions from varied disciplines, such as legal studies and family law, social studies and community action, and youth engagement:

"As a medical professional, I was never aware of the social impact of the pandemic on vulnerable groups such as women. I completely changed the way I approach my medical consultations and information sessions and put much more effort on understanding the social and legal constraints of women patients and their communities and bring more informed response." – Local champion FGD Participant

There is some evidence of continued relationship building between local champions that could enable stronger community cohesion in the future. Since the end of trainings, local champions have maintained contact through a WhatsApp group, enabling them to engage with others in similar fields and check in on each other's safety during the clashes in May 2021.

Effectiveness EQ2 – Kenya Deep-Dive

Search's programme in Kenya mostly focused on and had more success addressing vertical divides as compared to horizontal divides, but there is evidence of success for both. However, as one FGD respondent noted: "social cohesion, changes in attitudes and behaviours are very gradual."

The programme's most significant results in terms of building relationships between citizens and their institutions were achieved through activities such as dialogues, arts, and media awareness. These provided a neutral platform for antagonist groups to come together in a non-confrontational setting which allowed people to voice concerns, learn about others' experiences, challenge perceptions,

and ultimately find shared interests, convergence points and mutual understanding. Respondents stated that this, in turn, allowed to de-escalate conflicts between communities and authorities on the COVID-19 response, facilitating peace and cohesion. Consequently, in some cases, communities started sharing sensitive security information with police, and *boda-boda* riders emerged as critical early warning sources of information for the authorities. In Mombasa, the police granted space inside the police premises for the motorcycle riders to hold coordination meetings and worked together in night patrols.

Horizontal cohesion among groups of targeted communities was also improved through community engagement (direct and through trusted messengers) and media awareness. More than half of the participants of dialogue forums reported the dialogue enabled them to have positive and meaningful relationships to a very high extent. Improving influential leaders' awareness on COVID-19 resulted in enhanced horizontal cohesion.⁴¹ One example of interreligious success in relationship-building linked to Search's activities is that for the first time in Nairobi, Muslim faith leaders invited their Christian counterparts to the Friday prayers, and vice versa. There is also anecdotal evidence that activities enhanced trust in COVID-19 response and enhanced collaboration beyond primary beneficiaries. One example is greater social distancing observed by worshippers during prayer and respect of burial following messages shared by religious leaders engaged by the programme. There is also anecdotal evidence that awareness-raising activities on GBV led to increased reporting by GBV survivors in Mathare and Garissa Counties.

Effectiveness EQ2 – Global Deep-Dive

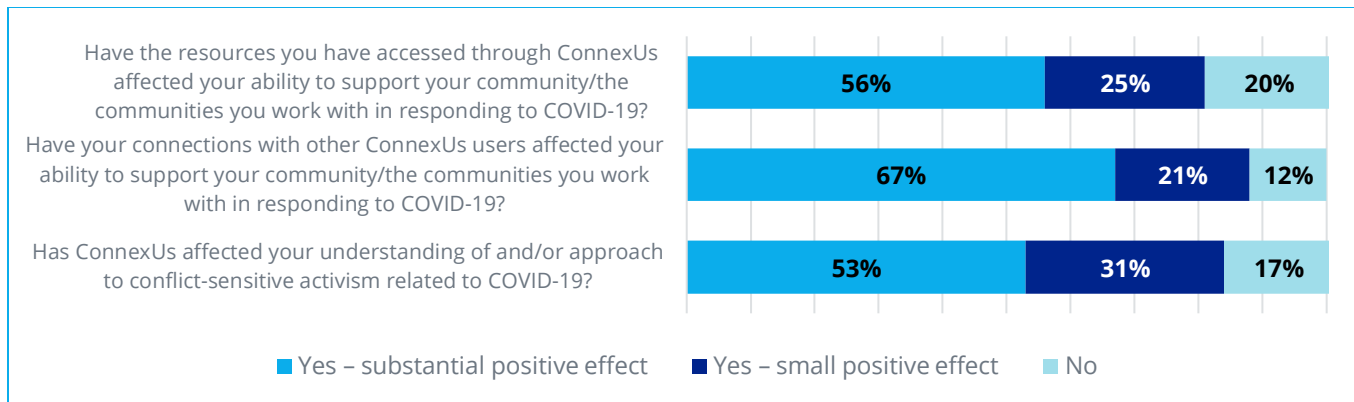
Influencers were often effective at gaining buy-in from key leaders – including religious and tribal leaders, police officers, and government officials – before addressing communities. This included providing positive messaging training to key community leaders to extend reach. Whilst these training sessions and recruitment activities could be relevant in combating misinformation in the wider community, there was limited evidence available to confirm that these types of activities resulted in enhanced trust and/or community cohesion.

Some influencers noted that the effectiveness of their projects in achieving broader social cohesion aims was limited by their short duration:

“The 3 months’ timeframe to complete the project was not enough to cover the targeted and other areas. We resorted to random community visits and various online forums to meet a wider audience and to at least bridge the gap.”- Influencer for Change, Project Closure Survey

Nevertheless, there is evidence that the opportunity to deliver these projects, and to participate in the ConnexUs platform, led to benefits for influencers which could have ‘knock on’ effects on social cohesion in the future. Influencers noted receiving personal recognition such as awards, strengthening their programming skills, and feeling more connected to the challenges of fellow citizens which could strengthen their credibility and future work in communities independent of Search funding. Additionally, most ConnexUs Survey respondents indicated the platform built their ability to support the communities they work with in responding to COVID-19 (see findings from ConnexUs Survey below).

⁴¹ Search Kenya, *Mid-term narrative reporting (draft)* (Feb 2021 – May 2021)



Although these findings are a step removed from providing information about the effect of programme activities on horizontal or vertical cohesion, they do suggest that the platform was able to support practitioners working on these issues as they relate to COVID-19, which could have longer-term effect on relevant communities.

Effectiveness EQ3: How did the project’s media products contribute to the dissemination of credible information related to COVID-19 and to promoting social cohesion during pandemic times?

Effectiveness EQ3 – Overarching Findings

The design of the broadcasting and social media campaigns did not factor in a standardised, multi-country media analytics system, which hindered an evidence-based assessment of dissemination. Local media partners did not have the technical capacity or resources to measure reach either on social media or radio and TV channels. The Search team relied on social media analytics available by providers for Search-run campaigns. They also worked with local media partners to place broadcast content at specific times known for their high relevance and reach. Nonetheless, there was little scope for gathering systematic evidence relating to reach for radio and TV products beyond those partial assessments provided by local media partners.

Moreover, the programme design relied on untested assumptions about a direct link between media products and the promotion of social cohesion. It is not possible to assess behavioural change through mass media without advanced behavioural research capacities in place. Hence the analysis of the link between the dissemination of media products and the promotion of social cohesion is necessarily dependent on anecdotal accounts. Search noted this shortcoming and indicated that they conducted related capacity building activities for media partners.

Effectiveness EQ3 – Palestine Deep-Dive

Media products produced for Palestine contained highly credible information. However, there is limited data regarding reach, and the data that is available suggests low levels of dissemination. Listenership for Search’s programming through Nisaa FM was extremely low, ranging from 7% in

November 2020 to 12% in January 2021, and reaching 20% in July 2021.⁴² Nisaa FM, the only partner who reported social media analytics, provided analysis for only five episodes out of 24 produced. The analysis of these episodes was not methodologically sound, as it heavily relied on basic analytics that showed high initial reach but overlooked more in-depth metrics that indicated lower effective reach. For example, the report indicated that each episode had high reach (up to 50k) and viewership of up to 29k. However, these viewership figures relied on the basic 3-second view indicator (i.e., that the video played for at least 3 seconds). The Search country team reported their awareness of the production and reporting imitations of their media partners and confirmed that they provided capacity building activities on media analytics. However, these activities were not included in the analysis because data evidence was not available. Other less favourable metrics were not highlighted in the analysis, such as the 15-second views which dropped significantly.⁴³ Furthermore, the public analytics of the media episodes on Nisaa FM's Facebook page indicate that live streaming of episodes had very low engagement, ranging between 5 and 500 likes. The episodes were also uploaded on Soundcloud, which public analytics also shows extremely low listenership figures, ranging between 1-100 listens. These findings question the effectiveness of streaming long format episodes (30-60 minutes) at a time of high competition for users' attention instead of adopting shorter versions of edited content.

The challenges of gathering evidence on dissemination are further pronounced in relation to the TV media products. For example, the December 2021 Conflict Scan data also indicated that 79.5% of those surveyed did not watch Maan TV. However, evidence indicates that Maan TV's digital presence – website and social media – is strong. Self-reported figures from Maan TV indicate that their website had 6 million unique IP access and 280 million page views in the last year. In addition, the Maan TV Facebook Page has 2.3M followers. Facebook posts of the public service information spots (one type of Search media products) featured high viewership ranging between 2K to 8K views per post. Media partners also stressed the importance of managing expectations in this area and striking a balance between a media data analysis and other qualitative measures of relevance such as the quality of the topics selected, the quality of participants and guests in talk shows. To counter these limitations, it is important to consider the interpenetration of media messaging between broadcast media (Print, Radio, TV) and digital platforms as well as qualitative indicators for content within local media partners' activities.

Effectiveness EQ3 – Kenya Deep-Dive

In Kenya, combining social media and community engagement and using different platforms proved successful. Combining radio, social media, TV, and community engagement enabled Search to maximise its reach to different brackets of the population with messages that could resonate with them, and where one or more other sources could not reach due to lack of internet or radio signal. Engagement Group participants confirmed the same multi-channel approach was used in other target countries, yielding similar results.

Respondents perceived the information circulated as trustworthy, easy to understand, and delivered in a participatory way. Engaging religious leaders, elders, chiefs, and training Media Moderators (influencers and radio journalists) on fact-checking was also instrumental in disseminating

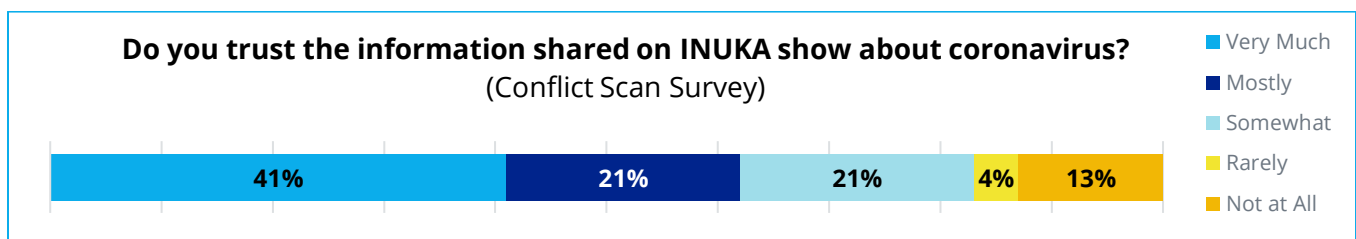
⁴² Search For Common Ground, *Conflict Scan Palestine, December 2021*.

⁴³ It was not possible to fully assess the 15-second views data since the available data provided in the report (provided as image snapshots) were of too poor quality.

credible information. Among media moderators trained, 86% reported applying conflict sensitive skills in their reporting of COVID-19.⁴⁴ Involving COVID-19 survivors, bringing a ‘human’ and tangible element to the conversation, was effective in persuading audiences who would empathise with the story and trust the information. This contributed to removing fear and misconceptions that were preventing people to engage positively with the response.

There is evidence that people trusted and shared the information disseminated, which contributed to some attitude and behaviour changes among audiences in targeted communities.

Conflict Scan survey data from September 2021 (Round 4) indicates that 63% of respondents listened to the *INUKA* radio show about COVID-19. Out of those respondents who had listened, 62% indicated they “mostly” or “very much” trusted the information shared. Additionally, 62% of Conflict Scan survey respondents who listened to the *INUKA* radio program felt it had increased their awareness about COVID-19 “a lot.”⁴⁵



Search’s approach to partner with popular radios at different levels (local/community, regional and national) was well-designed, but there is still limited evidence of radio messaging covering localities beyond the target ones. However, there are some of the partners radio in some counties reaching other counties and contributing to the high reach levels.

“People who listened to the programme would share the information with someone else. Whenever people came together for tea, they would brief each other on any updates/information they had heard.”

– Transport Professional, Garissa

75% of respondents to Search’s listenership survey perceived the radio show enhanced collaboration, with most attributing this to the participation of government authorities and communities in the show.⁴⁶

Radio programmes were highly effective in terms of audience reach especially when interpenetration of digital audio versions on social media is considered. In the period between July 2020 and January 2021, radio programmes broadcast on Facebook had a reach of 37,638, which is relatively high considering that the radio stations have an average broadcast reach of 200,000 listeners per station. Twitter also gathered a considerable engagement of 1168, compared to the extremely low interaction of 5 SMS, 2 WhatsApp messages, and 2 voice notes received as feedback.⁴⁷ 31 radio programs were aired in the same period and promoted on social media resulting in a reach of 35,883 and 302 engagements. Audience engagement was slightly higher with 184 SMS and 19 calls as feedback.⁴⁸

⁴⁴ Search Kenya, July 2020 to Jan 2021 Midterm Report (2021)

⁴⁵ Search for Common Ground, Conflict Scan Data (September 2021 – Round 4)

⁴⁶ Search Kenya, Listenership & Viewership Survey Report (April 2021)

⁴⁷ Search Kenya, Mid-term narrative reporting (July 2020 – January 2021)

⁴⁸ Search Kenya, Mid-term narrative reporting (draft) (Feb 2021 – May 2021)

Social media emerged as an effective channel for dissemination. Search ran a social media campaign between January-June 2021 through its partner, Gilitics media, focussing on building social cohesion and mitigating misinformation about COVID-19 pandemic. The social media platforms engaged were Facebook, Twitter and YouTube resulting in a reach of 31,329 (fans and views) and 1043 engagements (likes, shares, comments).⁴⁹ It is worth noting the difference in users' perceptions of overall trust in social media as a vehicle for misinformation and their actual high use of social media channels as prime source of information. While Facebook was considered by respondents of the Kenya case study as untrustworthy, it still constitutes one of the prime social media channels they use, and it has proven to be an effective channel for credible sources of information such as the Search media campaigns.

Effectiveness EQ3 – Global Deep-Dive

The ConnexUs platform was effective in supporting users with trustworthy, relevant, and useful resources. FGD participants suggested that products in the resource library helped them to gain knowledge about areas of work unfamiliar to them, and also utilize up-to-date facts to generate evidence-based messaging:

"I was able to draw ideas from other people's work especially, and then to see how I could localize it within my context and apply it based on what is happening around me." - ConnexUs FGD Participant

There is strong evidence that Search guidance was useful to digital influencers in creating media products. However, there is lack of evidence available to support assessments about the final quality and/or impact of the products themselves. In interviews and FGDs, influencers noted the usefulness of training sessions, resource packs, and guidance from the Search team in producing media products such as opinion pieces. Networking opportunities also allowed for the cross-fertilisation of learning and skills, with an influencer in Iraq being invited twice to feature on the radio programme of a Nigerian influencer as an expert on social media. This provided the Iraqi influencer with exposure in Africa and increased opportunities to share knowledge and expertise.

Overall, the effectiveness of media products by influencers showed high results in terms of reach and dissemination. Specific results varied across influencers, mainly due to the extent to which their campaigns were focused or spread across different activity streams. For example, an influencer in Kenya focused on dispelling misinformation around vaccines by exclusively running a social media campaign using Instagram, Twitter, and Facebook. She focused on factual information, interviewing public health experts around priority concerns such as fertility and responding to the growing queries by users. Her efforts gathered up to 14K views for live streams and 30K views for videos. Another project targeting youth in Nigeria adopted several channels of communication, including radio, local newspapers, and social media, which yielded a lower rate of 2000 views on social media.

Effectiveness EQ3 – MENA Social Media Campaign

Facebook analytics for the MENA Social Media Campaign indicate high reach in proportion to the overall user estimates in each country with limited evaluability for engagement and impact. Various media products reached +1.6 million users in Yemen, +1.3M in Iraq, +600K in Jordan, and almost

⁴⁹ Search Kenya, *Mid-term narrative reporting (draft)* (Feb 2021 – May 2021)

+600K in Lebanon. While continued viewing at the 15-second mark almost matched initial reach, the rates of videos watched to 75% or more of the total duration drops sharply.

The level of engagement varied between the countries but came with overall positive sentiments towards content. Available data on user engagement (i.e., reactions, comments, shares) indicate that Yemen had the highest engagement count (+6.6K) across all video products. This is followed by engagement counts of +2.4K in Iraq, +0.9K in Jordan, and +0.5K in Lebanon.⁵⁰ Despite the country variations, these figures are comparable to the average engagement in the non-profit sector.⁵¹ The lower engagement count in some countries is likely due in part to the evaluation being conducted while the campaign was still ongoing, which hindered the possibility of capturing results in the medium- to long-term in this report. Another factor is that some Search country Facebook pages did not initially have high user traffic or – in the case of Iraq – were created just before the launch of the campaign. In Lebanon, severe shortages in electricity and internet access have also hindered engagement. In terms of quality of reactions, almost all user engagement counts were positive, with the Facebook ‘like’ or ‘love’ reactions most used. User comments on video products were also overwhelmingly positive, with the vast majority praising and encouraging the featured characters or initiatives.⁵²

Target audiences were only engaged in the final message-testing phase, well after the topics and content have been created and developed. An analysis of the campaign-building process through the available data from Lapis Communications indicated an expert-centric rather than an audience-centric approach to content creation and campaign strategising. The messaging content and strategy were created through literature review and numerous consultations with experts (thematic, civil society, media) and the Search teams.⁵³ This crucial phase of developing the campaign approach and creative direction did not engage target audiences for high-level input such as identifying the priority issues that mattered to them. Target audiences were brought in at the final message-testing stage to ‘react and exchange their thoughts’⁵⁴ on variations of messages with only limited opportunity for co-creation. This was noted as a constraint by the Search team; however, they also noted that some early expert consultations included some members of target groups. Furthermore, the restrictions imposed by the pandemic did not allow wide audience consultations. These constraints reduced the opportunity for participatory and user-centred approaches, at the risk of reinforcing confirmation bias and yielding low messaging effectiveness. Qualitative research and co-creation with target users/audiences across the whole media messaging chain – from inception to dissemination – is essential to gain high adoption and resonance and mitigate any issues with the message content or channels early on.

⁵⁰ The quantitative analysis of user reach and engagement is drawn from the Lapis Communications final campaign report shared with the evaluation team. In addition, qualitative sentiment analysis of user engagement was conducted on the related campaign Facebook pages.

⁵¹ The average Facebook engagement rate for the non-profit sector in 2020 was 0.12%. Source: [Digitalmarketingcommunity.com](https://www.digitalmarketingcommunity.com)

⁵² The nature of user comments varied across countries and media products. For example, the videos of ‘Inti El Ilham’ about a stay-at-home mom turned entrepreneur in Jordan, mostly attracted comments by users who knew her and praised her work and character. In contrast, the user comments on the Lebanon videos were more existential and responded to the various featured themes (hope, strength, support) rather than to the featured characters’ own stories.

⁵³ Lapis Communications, *Final Report: Together Against Covid-19 Campaign* (March 2022)

⁵⁴ Lapis Communications, *Final Report: Together Against Covid-19 Campaign* (March 2022)

Effectiveness EQ4: Is the Theory of Change realistic for the project, bearing in mind the evidence collected and overall project timeframe?

The table below weighs the strength of available evidence against the three result areas in the programme Theory of Change, as well as the more granular ABC indicators developed to guide the data collection process. The strength of evidence for programme result areas (outlined in the Evaluation Plan) and the programme's contribution to these was assessed by the evaluation team based on the extent to which evidence could be triangulated across different types of stakeholders and secondary data, including the Conflict Scan data. Given the nature of evidence and change expected, this provided a more nuanced basis for understanding the evidence base, rather than solely quantifying responses. Evaluator judgement was also engaged, and, in some cases, evidence from certain stakeholders who could be reliably expected to comment on a certain finding based on their position / experience was prioritised. The table below sets out the criteria used:

Component	Strong evidence	Moderate evidence	Weak evidence
Evidence of Indicators (Evidence of Change)	Corroborated by multiple sources and stakeholders, both in community and with reference to specific groups	Corroborated by more than one source but with no reference to specific groups	Only cited by one source (for example, only influencers)
	Clear and detailed examples cited (e.g., specific instances that demonstrate the indicator)	Limited examples cited to demonstrate the indicator	Indicator spoken about abstractly, with no specific examples to evidence it
Association between indicator and <i>Working Together Against Corona</i> (Evidence of Search Contribution)	Change explicitly linked to the programme, with specific examples of components (e.g., activities, staff approaches)	General and non-specific link between the indicator and specific programme components	Link between the indicator and specific programme components unclear
	Detailed reference as to <i>how</i> the programme supported change, and the particular mechanisms at work	Some indication of association between indicators and activities, although the link is inferred rather than concrete	Limited or no explanation of <i>how</i> the programme supported change

Strength of Evidence Against Results Area⁵⁵

Result area	Indicators of change occurring	Kenya		Palestine		Global	
		Evidence of Change	Evidence of Search Contribution	Evidence of Change	Evidence of Search Contribution	Evidence of Change	Evidence of Search Contribution
Result area 1: Accurate, trust-worthy and culturally appropriate information provided via trusted messengers and platforms increases community acceptance of COVID-19 measures	Greater willingness to reject previous mindset or harmful messaging	Moderate	Weak	Moderate	Weak	n/a	n/a
	Increased acceptance/trust in COVID-19 messaging and responses	Strong	Moderate	Moderate	Weak	n/a	n/a
	Increased belief that one can make a positive contribution to COVID-19 in community	Moderate	Weak	Weak	Moderate	n/a	n/a
	Openness to considering new viewpoints	Moderate	Weak	Moderate	Weak	n/a	n/a
Result area 2: Dialogues, feedback mechanisms and exchange platforms enable groups to connect across dividing lines. This reduces tension and divisions during COVID-19, and promotes collaboration to address a common challenge.	Strengthened relationships and positive engagement between divided community groups (horizontal cohesion)	Weak	Moderate	Weak	Strong	n/a	n/a
	Strengthened relationships and positive engagement between communities and government and/or security forces (vertical cohesion)	Strong	Strong	Weak	Moderate	n/a	n/a
	Increased trust in authorities and government's COVID-19 response effort	Strong	Strong	Weak	Weak	n/a	n/a
	Increased empathy towards other groups impacted by COVID-19	Moderate	Moderate	Weak	Moderate	n/a	n/a
	Decrease in local tensions between divided community groups (horizontal cohesion)	Weak	Moderate	Weak	Moderate	n/a	n/a
	Decrease in local tensions between communities and government and/or security forces (vertical cohesion)	Moderate	Strong	Weak	Moderate	n/a	n/a
Result area 3: Search media and community engagement activities enable exchanges of content, tools, lessons learnt and best practices between (i) influencers and (ii) aid and health practitioners and authorities, increasing the quality of the response and preparedness to design a conflict-sensitive response to future health crises.	Learning something new through activities and applying this to lives/work	n/a	n/a	Strong	Strong	Strong	Strong
	Greater willingness to share positive messaging or good practice in communities	n/a	n/a	Moderate	Strong	Strong	Moderate
	Improvements in the responses of aid and health practitioners	n/a	n/a	Moderate	Moderate	Weak	Weak
	Positive engagement with COVID-19 guidelines / responders	n/a	n/a	Moderate	Weak	Strong	Moderate

⁵⁵ Results area 3 was not included in the regional Theory of Change for Africa, and Search's global programming focused on result area 3 only. As such, result area 3 has not been assessed for Kenya, and for the global programming result areas 1 and 2 have not been assessed.

Effectiveness EQ4 – Palestine Deep-Dive

The objectives for the programme in Palestine as detailed in the programme logframe were ambitious, bearing in mind the evidence and overall project timeframe. The objectives in Palestine were to:

- Increase the effectiveness and gender- and conflict-sensitivity of the COVID-19 response;
- Disseminate credible information and rumour management; and
- Mitigate the harmful effects of the Covid-19 crisis on social cohesion, stability, and ongoing conflict prevention efforts.

While credible and culturally appropriate information was disseminated through the programme, reach was too small to mitigate the harmful effects of the COVID-19 crisis on social cohesion, and ongoing conflict prevention efforts. In addition, there is weak evidence that programming led to an increase in community acceptance of COVID-19 measures. However, in the case of Palestine, it is important to acknowledge the impact of the conflict and surge in violence during project implementation as a major contextual barrier. The Israeli-Palestinian conflict is marked by intense prevailing challenges, including the presence of Israeli military, scarce resources, and the lack of control over them, geographical fragmentation in the West Bank, the on-going siege in Gaza, and the lack of control of borders.³⁰ During the latest round of data collection for the Conflict Scan survey,³¹ political instability and insecurity played a major role in the trends of the findings.

There is weak evidence that the primary objective of increasing the effectiveness of gender sensitivity of the COVID-19 response was achieved. PSA radio spots by Nisaa FM's media products adopted a gender-responsive approach that primarily targeted women and alienated male community members with negative messaging. They also focused on cultural explanations and symptoms of GBV rather than on the root economic and security-related causes specific to the pandemic and the ensuing mental health issues affecting men. In contrast, Maan TV's PSA spots were well designed and produced, containing factual information and engaging animation with clear call to action about prevention and vaccine measures, and appealing to a broad range of audience demographics. The Maan TV Spots also featured a broad and positive role model representation including teachers, students, front line staff, and female local representatives as main characters. The second type of media products by Nisaa FM and Maan TV – broadcast TV and radio episodes – included a well-balanced range of credible hosts who effectively addressed the root causes of the pandemic effects on GBV. However, the unavailability of robust media analytics hindered the evaluability of effectiveness. The third type of activities in Palestine that focused on gender and social engagement, such as Nisaa FM's work with Local champions, were less prioritised although they proved to be more effective in directly reaching local communities. PYALARA's webinars were also effective in voicing the importance of a gender approach to the response among governmental representatives.

Evidence for **increasing social cohesion and stability was mixed.** Overall, there was low evaluability potential for assessing the link between various activities and the increase of social cohesion and stability within communities. This was due to unrealistic expectations in programme design, in addition to lack of systematic M&E data on behavioural change. There is strong evidence that the MECIDS tripartite coordination role succeeded in facilitating social

cohesion through the coordination of testing and vaccines transfer between Palestinian and Israeli authorities. The meetings organised by MECIDS gathered high level policy makers from Jordan, Palestine, and Israel, which contributed to increasing testing for COVID-19 and vaccine exchange. Strong evidence was also found in relation to PYALARA's role in vertical cohesion between non-governmental and governmental actors with limited scope due to the lack of dissemination of the policy co-creation efforts.

Search, media partners and direct beneficiaries exhibited exemplary collaboration and high responsiveness to the volatile context. Media partners reported that the Search team fully supported them in the design and implementation of activities, and that all involved worked closely together to tailor content to the rapidly changing response and security situation such as sifting through the flood of medical information, addressing the upcoming challenges during the clashes of May 2021. This involved working around the clock with the Search team to bring out the most relevant and timely information required at the time.

Effectiveness EQ4 – Kenya Deep-Dive

The objectives for the programme in Kenya as detailed in the programme logframe were ambitious bearing in mind the project timeframe and scale. The specific objectives in Kenya, aligned with the overall intervention logic for Africa, were to:

- Increase the effectiveness and conflict-sensitivity of the COVID-19 response
- Mitigate the harmful effects of the COVID-19 crisis on social cohesion, stability, and ongoing conflict prevention efforts.

For Kenya, evidence is generally moderate and strong for Result Area 1 and Result Area 2 (see table above). The programme succeeded in providing accurate, trustworthy, and culturally appropriate information via trusted messengers and platforms. Targeted communities and audiences adopted more positive attitudes and behaviours towards the government's response. The dialogues, feedback mechanisms and exchange platforms enabled some groups in targeted communities to connect across dividing lines, especially vertical ones. This partially reduced tensions and divisions during COVID-19 within targeted communities, which experienced improvements in collaboration and cohesion.

However, there are several barriers to the programme's success in promoting trust in COVID-19 responses, including the pre-existing deep distrust toward local and national authorities as well as high levels of misinformation and polarisation about COVID-19 and the response. As outlined above, promoting social cohesion and building trust in fragile contexts take time. The reach of activities was limited due to the face-to-face nature of some of the interventions considered most effective in fostering trust, namely those involving community engagement. While most assumptions hold true, the assumption that the action was going to be able to reach a critical mass of citizens might be revisited. The competing misinformation and rumours on social and traditional media channels also limited what the programme could achieve in Result Area 1. Another barrier to the achievement of a long-term outcome such as increased trust is the short project timeframe for the implementation of subgrantees' activities, and the limited resources for the grants. Communities also had competing priorities, including the loss of income due to COVID-19 and the drought.

Effectiveness EQ4 – Global Deep-Dive

Search’s global programme was ambitious, especially considering the timeframe for implementation of influencer projects, and the diversity of contexts where programming would occur. Given the paucity of evidence on community-level behaviour change and its overall impact on social cohesion, it is difficult to ascertain whether the assumption that attitude changes would lead to behaviour change has held true. However, anecdotal evidence from influencers does suggest that it could have held in some areas of implementation. In future programming, design teams may want to stress test the assumed causal chain between influencer activities and overall community-level changes in social cohesion and consider how evidence could be gathered on this through monitoring. Evidence was strongest for the impact of Search programming on influencers themselves and the notion that the support provided to influencers increased beliefs and confidence in their ability to positively contribute to their communities. Evidence was strong enough to show that the ConnexUs platform was a useful tool to distribute relevant knowledge to its users and thus foster learning, suggesting that the platform – and especially its networking use cases – were a key contributing factor to successful programming.

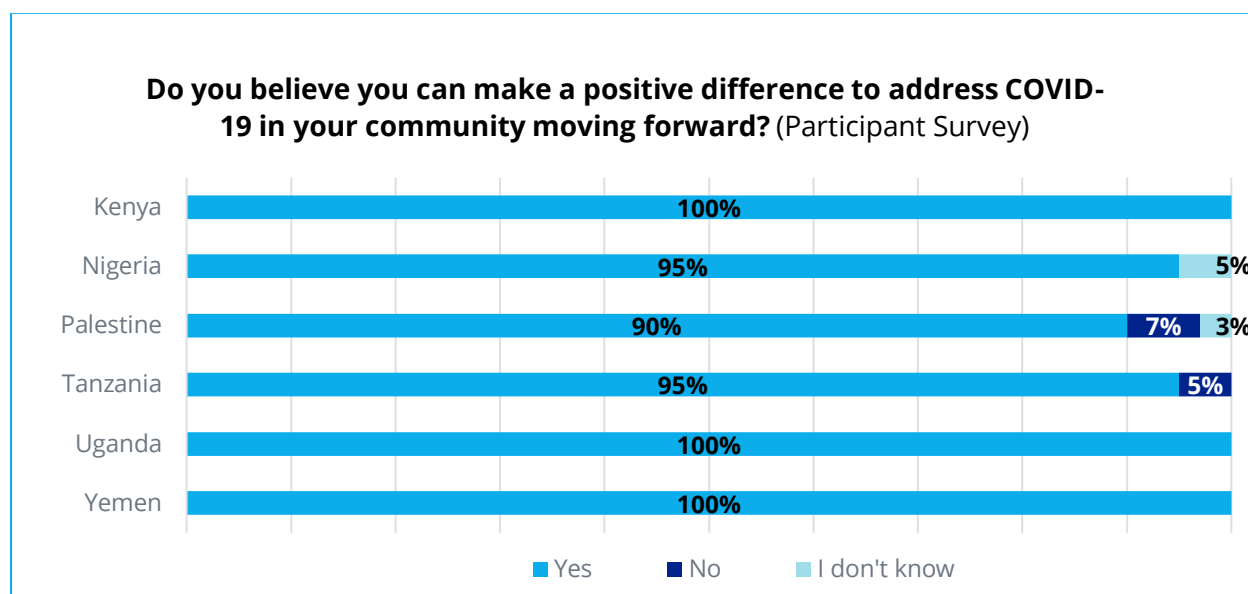
3.3 Sustainability

- Search’s programming appears to have equipped and empowered participants in addressing COVID-19 challenges in their community. However, it seems unlikely that impact over such a short period of time could lead to wide-ranging sustainable change, especially without additional financial or technical support.
- The best opportunities for sustainability appear to be where trusted authorities and organisations embedded in the targeted communities, like CBOs and local media partners were involved, particularly with lining up additional/ongoing funding and networking.
- There are some key external factors in each target country that could limit the programme’s potential for sustainability.

Sustainability EQ1: What are the core areas that require additional support to ensure the sustainability of achieved outcomes?

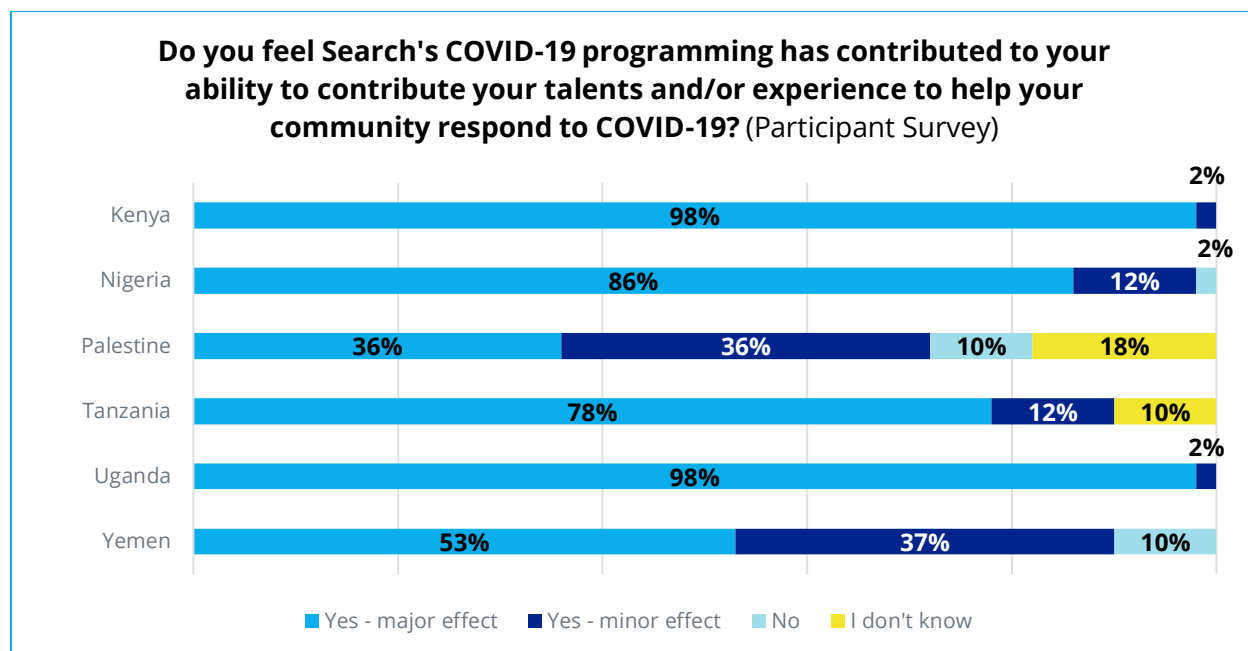
Sustainability EQ1 – Participant Survey

Despite substantial variation between target countries, **Search’s programming appears to have equipped and empowered participants in addressing COVID-19 challenges in their community:**



Respondents were also asked how Search’s programming achieved this. Common responses included training/forums resulting in increased knowledge and capacity-building; grants enabling influencers and CBOs to reach wider audiences; and activities providing opportunities for networking with officials and/or organisations working in this area.

These stakeholders also believe that they will be able to make a positive difference beyond Search funding:



However, **it is unclear what participants' capacity to make a positive difference will be without ongoing financial and technical support from Search or how this optimism could meaningfully translate into sustaining the outcomes** that have been achieved around trust in COVID-19 responses as well as vertical and horizontal cohesion. This is particularly challenging given various risks and unknowns discussed below, including loss of momentum, relationships not being maintained, and need for funding and/or technical support.

Sustainability EQ1 – Palestine Deep-Dive

Sustainability emerged as the weakest aspect of the programme in Palestine, with little follow-up since the programme ended. Partners' capacities have been built but require continued funding and resources, as well as regular meetings to maintain momentum.

However, several areas were identified to strengthen the sustainability of results in the Palestine context. To ensure sustainability in discerning misinformation and forming solid counterarguments in the future, journalists require training on public health and medical issues/epidemiology and would benefit from cross fertilisation of learning with health experts. Identifying and taking advantage of opportunities to disseminate information from trainings as well as dialogues/discussions undertaken as part of programming with wider social actors (i.e., via videos, broadcasting plan for webinars) would also support sustainability.

Sustainability EQ1 – Kenya Deep-Dive

There are some examples of sustainable results in Kenya among primary target groups. This is due to having worked through CBOs, authorities, and media partners. However, it seems unlikely that impact over such a short period of time could lead to wide-ranging sustainable changes, with several barriers risking to frustrate the results achieved so far. The model of working through CBOs has contributed to sustainability, as it reinforced ownership and acceptance amongst stakeholders. Search built the capacity of and cemented its relationship

with media partners who have continued applying skills to wider peace and security topics. However, funding remains a barrier for CBOs and media partners and there was a broader recognition of the need for ongoing support. Respondents felt the opening of communication channels between media partners and government administrations could be sustained. However, this relies on the motivation and incentive of individuals and there is a risk that people will slip back to old norms or forget messages.

"If Search doesn't continue with programming, COVID-19 will worsen. People forget and they need to be reminded." – Transport Professional, Garissa

However, some opportunities for sustainability were identified. For example, livelihood skills such as making liquid soap, baking, and weaving, developed through training by HAKI Africa benefited women in Mathare and Kibere who went on to start small businesses. This helped addressing a key barrier to the sustainability of resilience and social cohesion in the long term. Livelihood creation was widely noted as one of the most pressing needs of the communities, as "communities cannot be really resilient if they lack livelihoods."

Other examples of how Search programming has continued to have an effect in targeted communities following the end of activities include:

- EWER meetings continuing to work;
- Radio programmes supported by Search have been receiving contributions from the local community;
- Search partners have been meeting with boda-boda drivers, despite the programme ending; and
- Community influencers have continued sensitising and cascading information, engaging security officers after dialogues and opened WhatsApp group to wider mobilisers

Sustainability EQ1 – Global Deep-Dive

There is moderate evidence of sustainability among influencers' projects, with this more likely where they are already attached to CSOs and benefit from additional funding and networks. For example, Peace to the Streets and Creeks (PSC)⁵⁶ was created under an Influencers for Chance project that aimed to draw attention to the importance of health in building sustainable peace among residents in Bayelsa State. The PSC movement helped to support the project's objective and create a potential avenue towards the sustainability. After hosting a ConnexUs webinar on the topic, the influencer received several connection requests from other individuals willing to join the CSO, leading to the recruitment of more than ten new members. Activities by PSC have subsequently continued beyond the lifespan of Search support.

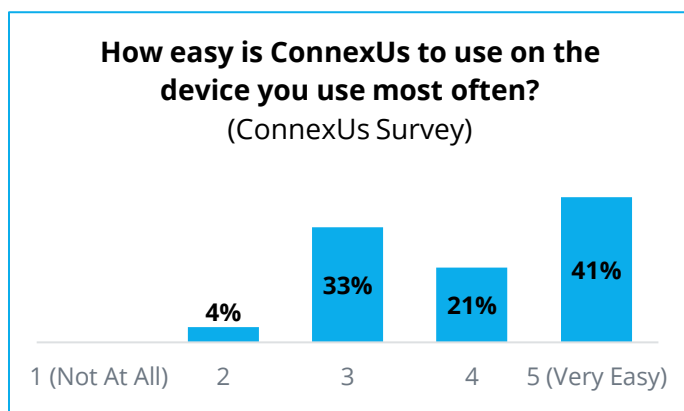
Other promising opportunities for sustainability with global-level programme activities include:

- Synergies and networks created among influencers. Interviews, FGDs, and survey responses suggest that ConnexUs has been used as a 'springboard' connecting

⁵⁶ A Nigerian youth CSO dedicated to reducing direct and structural violence

professionals who have since transitioned to other platforms such as Twitter and WhatsApp.

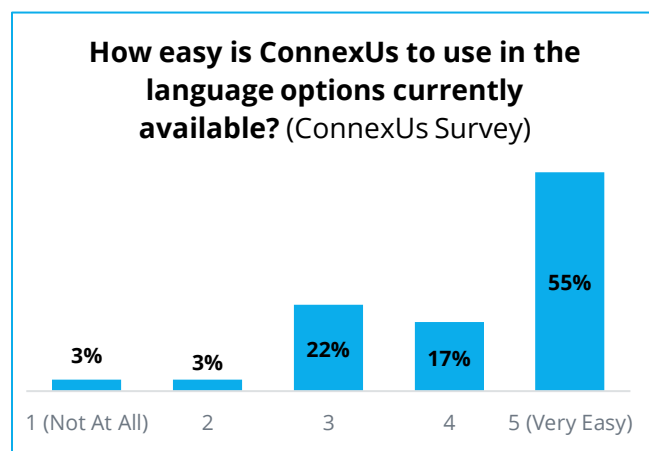
- The potential expansion of positive messaging through further training of messengers, including *End Communal Spread of COVID-19* in Nigeria, which taught community elders, leaders, and youth to communicate positive messages around social cohesion and COVID-19.
- The creation of media products that continue to be shared after funding has concluded, as well as noted intentions to continue creating media products with new skills learned.



Some recommendations regarding technical improvements to ConnexUs that could support sustained use and platform growth moving forward were identified through the ConnexUs Survey and ConnexUs User FGD. The survey responses suggest that there is a fairly even split between users who primarily access ConnexUs via a laptop or computer (58%) and those who access the platform on a mobile phone (42%).

This split is even more even with users who are not Search staff members (54% laptop or computer, 46% mobile phone).

Overall, ConnexUs appears to be well-suited to the devices users are using most often. This is true for both laptop/computer users and mobile phone users. However, some FGD participants did suggest that content re-sized awkwardly in mobile versions of the website. ConnexUs Survey respondents indicated that the platform is reasonably easy to use in the current English-language version. However, this sample is likely to be biased as the ConnexUs Survey itself was in English and potential users struggling to use the format in English would be unlikely to engage with English language survey promotions.



When asked what language would be most useful for respondents in terms of accessing and understanding information on ConnexUs, nearly all responded 'English'. However, other languages that were mentioned include: French, Spanish, Arabic, Somali, and Swahili. A FGD participant noted that given that the translations of the website were automated, this led to some poorly translated content.

Negative Trajectories Risking Sustainability

Unsurprisingly given that countries with existing tensions/inter-community conflicts were selected for this programming, there are several factors in each target country external to Search's activities that could impede sustainability, including:

Kenya

- Upcoming elections are likely to exacerbate divides along religious and ethnic lines, including the issue of political rallies happening despite COVID-19 regulations and not respecting COVID-19 distancing, as it emerges from September 2021 Conflict Scan survey data.
- Potential new corruption scandals involving the government, and feeling of exclusion of vulnerable groups from COVID-19 response and the vaccine rollout,⁵⁷ could undermine trust in the COVID-19 response as well as vertical cohesion more generally; and
- There is a risk that any new lockdowns caused by new COVID-19 variants and waves would increase conflict and police brutality.

Nigeria

- Rising levels of violence, conflict, and insecurity, particularly in the North of the country, could jeopardise social cohesion;
- The socio-economic fallout of the pandemic, which is creating a heightened state of crisis and insecurity – especially among already fragile communities – could exacerbate tensions; and
- Conflict could worsen if the communities feel compelled to take the vaccine when there are low levels of trust and high levels of scepticism about the vaccine.

Palestine

- COVID-19 variants are causing panic and scepticism in relation to the efficiency of the vaccines, exacerbated by delays in vaccine shipments by the Israeli government; and
- Despite seeing more coordination between the health sectors, the internal divide in Palestinian leadership between the West Bank and Gaza hinders the continuity of lasting policy responses and sustains mistrust in national leadership among citizens.

Tanzania

- Across many regions, localised conflicts often lead to outbreaks of violence, destruction of property, and a general sense of insecurity that could undermine social cohesion, especially where economic conditions have deteriorated because of the pandemic; and
- Steps being taken to improve media freedom could offer new opportunities to improve trust in the government as well as social cohesion, but if people feel that the government is moving too slow or backtracking, it could exacerbate tensions and mistrust.

⁵⁷ Search for Common Ground, *Kenya Conflict Scan* (September 2021)

Uganda

- The continued influx of refugees into the subregion from the neighbouring countries (South Sudan and DRC) is likely to jeopardize the social cohesion and level of trust between refugee and host community already achieved; and
- Increased competition over limited available resources is pointing at potential tensions across divides, particularly for men, considering the dire economic situation worsened by the pandemic.

Yemen

- With the ongoing conflict, the socio-economic challenges faced by Yemenis are extreme; finding food, work, medicine, and shelter is difficult, especially with ongoing price inflation. This scenario creates a lot of tension and insecurity that could undermine social cohesion;
- There are approximately 4 million IDPs in Yemen, and the gap between the social structures available to these IDPs and their host communities could result in continued tension and conflict, especially given the scarcity of resources more generally; and
- The vaccine rate remains extremely low in Yemen, opening the risk for additional variants and waves to spread, worsening an already extreme humanitarian crisis.

4. Conclusions

Relevance

The overwhelming majority of Participant Survey respondents across all six countries **rated the programme as relevant to their needs**. Generally, the programme identified relevant target groups and defined the most pertinent social cohesion challenges exacerbated by the pandemic. At the same time, the evaluation has highlighted the need to consider the balance of attention provided to ‘symptoms’ of the pandemic versus the more ‘root causes’ of these. Addressing this could strengthen relevance as well as sustainability.

Given the programme was developed relatively early on in COVID-19, **significant flexibility was built into its design to ensure activities could be sufficiently tailored** across complex contexts, adapted based on data and insights generated through activities as well as regular conflict scan research and respond to the evolving phases of the pandemic. This has been a critical factor in maintaining relevance over time and is especially significant given the programme’s rapid response model. There is also strong evidence of **activities being adapted to strengthen reach and maintain relevance**. In terms of **demographic benefits**, survey data shows that the programme generally identified and targeted the groups least trusting of COVID-19 messaging and responses across contexts. Several vulnerable groups could also have benefited from activities despite intentionally not being targeted in this phase.

The programme generally **ensured accessibility to different groups**, targeting harder to reach groups such as people living with disabilities and children in care homes through influencers with existing trust and access, and using local languages and national dialects to offer relatable, emotional content to different audiences. However, there were missed opportunities to further strengthen representation in some social media campaigns, including using fictional characters representing older people, children, and persons from diverse ethnic backgrounds.

Effectiveness

Overall, the programme **delivered on its objectives** to increase the effectiveness and conflict-sensitivity of the COVID-19 response and mitigate the harmful effects of the pandemic on social cohesion. This is particularly significant given rapid response in emergency contexts is a relatively new area of work for Search.

In terms of the **Theory of Change**, evidence is stronger against some results areas than others. Challenges related to overly ambitious objectives given the project timeframe and scale – as well as the complexity of issues like trust and social cohesion – were identified across all three deep-dive case studies and are thought to be reflective of the programme more generally. Unintended positive results were also identified, such as awareness-raising resulting in the resuming of routine immunization activities which had wider public health benefits.

In terms of the **ABC model**, generally we found positive examples of attitudinal change transforming into more conflict-sensitive behaviour and engagement with response efforts. Although this had some ‘immediate’ benefits in terms of social cohesion (i.e., bringing groups of

opposing sides together), it was challenging to determine any longer-term indications of social cohesion or benefits to wider communities.

- The most common **attitudinal changes** brought about by the programme include greater willingness to collaborate with others to address the effects of COVID-19, followed by increased openness to considering new viewpoints, greater willingness to share positive messaging or good practice in communities and greater ability to identify and reject/counter negative messaging.
- Deep dive case studies identified evidence of **transformed attitudes resulting in more inclusive behaviour at the horizontal level**.
- We found evidence of **more conflict-sensitive behaviour from authorities, which in turn increased trust in COVID-19 response measures**.
- There is also strong evidence of the programme **bringing groups together to exchange information to aid more conflict-sensitive responses. In most cases, it is too early to identify examples of this translating to improvements in conflict contexts**.

The **most effective programme approaches** were:

1. **Dialogues, fora and townhall meetings:** Offering spaces for citizens and authorities to convene on the 'same level' increased communities' access to information and enhanced their understanding of the rationale behind certain COVID-19 protocols while helping to eradicate fears and misconceptions by enabling a flow of information.
2. **Cross-disciplinary collaboration:** including connections supported by ConnexUs and the EWER system in Kenya
3. **Engaging gatekeepers:** Trusted local CBOs and influencers were particularly effective in engaging duty-bearers to bring legitimacy and reaffirm messages.
4. **Combining media and community engagement:** Combining radio, social media, TV and community-level activities enabled Search to maximize its reach to different segments of populations with tailored messages.
5. **Introducing a 'human' element:** Involving COVID-19 survivors and documenting personal journeys with the pandemic were noted as particularly effective.
6. **Informal, participatory approaches and 'infotainment':** Use of the arts, theatre, drama, film and music were particularly effective in helping to equalize access to information.
7. **Facilitation of neutral, safe spaces:** helped to sensitise and build engagement between groups.
8. **Addressing social cohesion through messaging chains:** contributing to a 'multiplier effect'.

Secondary benefits: Across all contexts, evidence of effects on wider communities is weak. Although this may be due in part to this evaluation's focus on direct participants rather than the communities in which they live and work, demonstrating and attributing change is especially challenging in a short time, amid a flood of media products and influences in a global pandemic, and with the absence of a standardised, multi-country media analytics system or specific M&E mechanisms to assess the contribution of community engagement activities on final beneficiaries.

Sustainability

Sustainability has emerged as the most challenging aspect across all three deep dive contexts, but it is important to recognize that this is more a reflection of the programme's overly ambitious aims in a rapid timeframe. Where there are indications of potential sustainability, these largely rely on the ongoing momentum of participants and risk collapsing without additional funding.

5. Recommendations

Programme Design

1. Consider more realistic and less ambitious target results in future initiatives.

In conflict-sensitive programming, the ‘means’ of safely bringing people together is often as powerful as the result. Expecting this to translate into concrete, measurable social cohesion outcomes is ambitious, especially given the programme’s rapid timeframe and the limited time that has passed between the conclusion of activities and evaluation. This was corroborated by engagement group participants and other evaluation participants, who noted that the ability of their projects to achieve broader social cohesion outcomes was limited by their short duration. However, working to develop platforms to develop social cohesion is a first step and *Working Together Against Corona* did this successfully in several instances. Future programme designs in emergency contexts would benefit from the development of ‘proxy’ indicators designed to gather evidence of *progress* towards larger, more strategic social cohesion outcomes that can be mapped across contexts and over time, in the case of follow-up funding.

2. Target fewer people more intensively and maximize the uptake of programme outputs to benefit wider groups in a cost-effective manner.

It is important to recognize that a single, rapid response programme cannot target all sections of vulnerable populations. Search could leverage its existing relationships with CBOs who have established relations in their community to share programme resources with wider groups frequently mentioned by respondents, including people living with disabilities, older people, and people living with HIV/AIDS. Co-designing interventions with communities will contribute to well-aimed targeting. To better capitalise on this with future programming, Search could design strategies to sharing videos, short messages, posters, pre-recorded audio/podcasts more widely among these categories. Search could also use “Training of Trainers” approaches to achieve a multiplier effect in delivering conflict-sensitive training of community representatives, which could then trickle-down learning in their communities and institutions.

3. Build in an intersectional, gender-transformative approach, drawing on gender-sensitive conflict analysis.

Moving beyond numerical baseline indicators to carrying out a gender-sensitive conflict analysis would help to provide rich data on the specific experiences, opportunities, and motivations of different groups as well as how gender interacts with other factors such as age, disability status, income levels, ethnicity, and religion to define this. This would enable the programme to target the needs of groups from multiple levels, rather than defining them in more ‘stand-alone’ terms (i.e., refugees or women and girls). Better understanding the gendered experiences and attitudes of different groups would also support some of the wider evaluation observations, including the need to emphasise *positive* masculinity approaches, addressing the gendered drivers of GBV in the pandemic, and being mindful of perceived positions of power among groups. Media

messaging lends itself well to innovative, non-confrontational approaches that could incorporate inclusiveness and diversity to counter cultural sensitivities around specific groups.

4. Plan for sustainability early on and consider the programme's exit strategy from a Do No Harm perspective.

Indications of sustainability mostly rely on the motivation of individuals, with a risk that some may defer to previous norms following the programme's conclusion. Building incentives into subgrants/subawards could help to address this, for example only releasing final sub-grant disbursements when sustainability plans have been submitted, providing endorsements for influencers who continue updating their pages, and co-sponsoring initial events after the programme ends. Other 'quick win' approaches to strengthening sustainability could include capacity building for partners, including training on fundraising or resources for CBOs and producing broadcasting and dissemination plans for materials from local champion trainings as a reference for other media professionals and influencers beyond project funding.

There is also a need to consider how programme activities draw down to minimise risk of harm. Exit strategies can be built in close collaboration with partners, helping to plan for gradual reduction in engagement, communicate why activities are withdrawing, support partners to continue scaling up work and manage associated risks, and identify any groups particularly vulnerable to the ceasing of activities and signpost them to relevant support.

Programme Delivery

5. Specific recommendations for the Palestine context include:

4. Training journalists on public health and medical terminology as well as creating opportunities for cross-fertilization of learning with health experts. This would support them to discern misinformation and form counterarguments in the future.
5. Working with community mobilisers to prioritise policy topics for advocacy and follow-up with policymakers. This would help to enhance accountability and measure performance/learning on behaviour change and social cohesion driven by the programme.
6. Fostering cross-fertilisation of expertise among Local champions and collaborating on joint messaging initiatives. More generally, it could also be beneficial to establish sustainable mechanisms to sustain the Local champions network, linking them with global influencers to support networking and knowledge exchange opportunities.

6. Specific recommendations for the Kenya context include:

7. Training more influencers and CBOs on conflict-sensitivity facilitation so they can carry out more community engagement meetings, including governance forums and dialogues.
8. Partnering with organisations focused on long-term resilience-building programs and more livelihood activities, which can be carried out in parallel to social cohesion interventions.

9. Continuously engaging CBOs throughout the implementation period to address any issues subgrantees might be experiencing. Also focusing on satisfactory and timely reimbursement to project participants/facilitators.
10. Working with structures already in place, such as women-led peace organisations and the Garissa County engagement forum, to design a communication framework strategy so they are ready to monitor, evaluate, and respond to challenges that may arise.

7. Specific recommendations for the global context include:

11. Ensuring functionality for and greater consistency in updating Influencers' pages on ConnexUs, curating resources, and developing new dissemination formats (for instance, by creating shorter products with the same material to reach newer audiences).
12. Providing additional capacity-building support to Influencers for Change to ensure that their projects are effective and – where relevant – linked up to opportunities for additional funding.
13. Moving the communication component of ConnexUs to existing, better-known platforms (e.g., Twitter spaces, Facebook groups, Instagram, Discord, WhatsApp) so that influencers can explore networking opportunities without integrating a new platform into their routine.

Monitoring, Evaluation, and Learning

8. Include flexibility and resources for assessing the digital and M&E capacity of local partners and investing in training for this in future programmes.

The evaluation has identified the inability to track metrics as severely hampering ability to comment on effectiveness. Media partners would benefit from training on collecting and interpreting user data on viewership, listenership and social media and behavioural change assessment. Engagement Group participants suggested that regular feedback meetings among stakeholders is important, and promoting cross-country visits would enhance exchange and learning for future programming and implementation

9. Explore opportunities for improving M&E tools for tracking reach and impact of media results

One of the key benefits of the 'influencer' type projects supported by this programme is that even if messages only initially reach a small audience pool, if it is the right message and the right audience pool, then they can go on to influence others and those circles of influence can multiply into wider communities. This ripple effect would not necessarily be captured by basic media analytics focused on initial reach and engagement. As such, Search may want to invest in more complex and/or innovative ways of tracking and capturing this as well as in building frameworks and systems for how to track them to ensure consistency across platforms, countries, and programmes. One more basic, practical opportunity for this would be tracking and mapping the use of hashtags over time. The initial programme design did not include elaborate M&E for media, and it is important to account for it in future programming both at design stage and as a request for donors, especially for programmes with a high level of media deliverables.

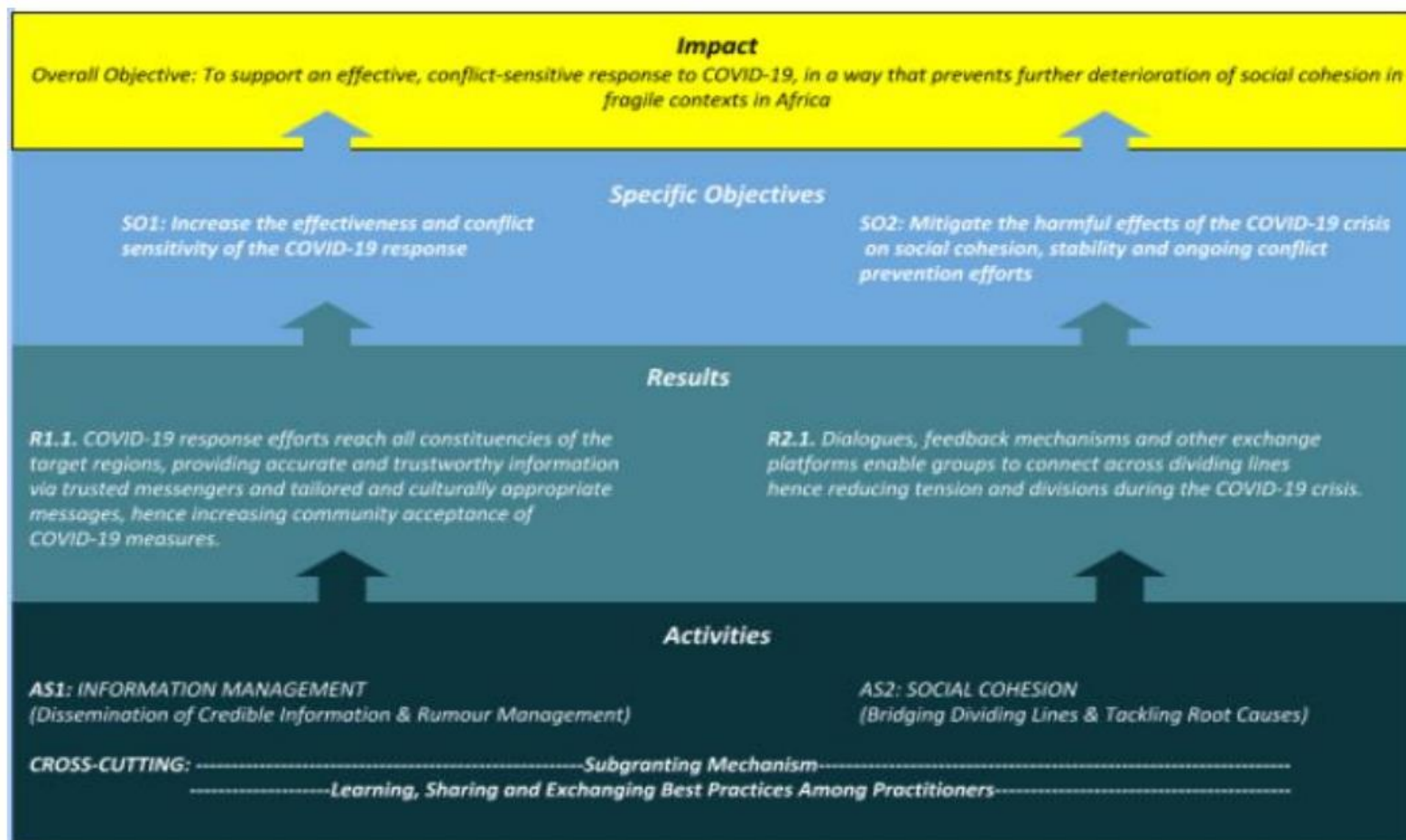
10. Utilize the Evaluation Engagement Group to refine the dissemination approach and close the feedback loop.

Search can leverage the Engagement Group established as part of this evaluation – either the same group of people or a similar model, if countries and/or topics of focus evolve – to identify and action learnings and input into the design of future programmes so they are driven by local realities. They could also help identify ways to sharing learning from this and other similar programmes back to the stakeholders who implemented and/or participated in the activities

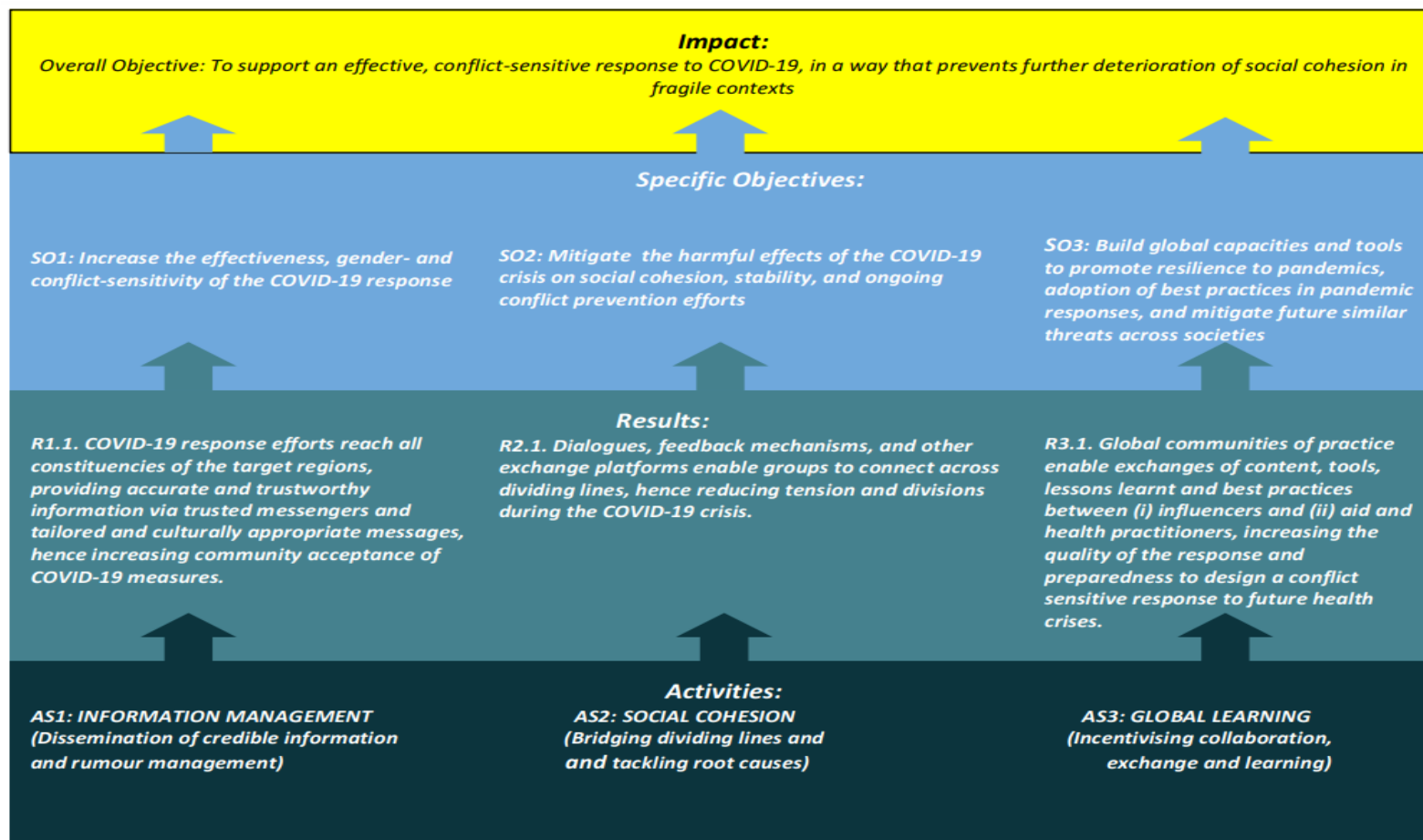
Appendices

Annex 1: Regional Theories of Change

Africa



MENA



Annex 2: Questions Added to Round 4 Conflict Scan Survey

The following questions were added to Round 4 of the Conflict Scan survey at the request of the Ecorys evaluation team:

To what extent has [fill in source of information here - should be our media productions/social media campaign: please repeat the question for each of our media programs separately] increased your awareness about coronavirus?⁵⁸

- Not at all
- Somewhat
- A lot

Have you changed your opinion on coronavirus in any way due to messages received through [fill in source of information here - should be our media productions/social media campaign: please repeat the question for each of our media programs separately]?⁵⁹

- Not at all
- Somewhat
- A lot

If yes, have you observed any changes in how these friends or family are behaving in response to coronavirus?^{60 61}

- Not at all
- Yes – more positive engagement with public health measures
- Yes – less positive engagement with public health measures

Have relations between your group, the government (central or local), and other officials changed since coronavirus?⁶²

- Yes – improved
- Yes – worsened
- No – stayed the same

⁵⁸ This question was not included in the Nigeria Conflict Scan survey (Round 4).

⁵⁹ This question was not included in the Kenya or Nigeria Conflict Scan survey (Round 4).

⁶⁰ This was added as a follow-up question to: 'Are you sharing information on COVID-19 (such as slogans and/or campaigns) that you heard on trusted media sources in conversations with your friends or family?', which had been included in the Round 1-3 surveys

⁶¹ This question was not included in the Nigeria Conflict Scan survey (Round 4).

⁶² This question was not included in the Nigeria or Tanzania Conflict Scan survey (Round 4).

Overall, would you say that relations between your group and [insert group that is linked to the main dividing line(s) in your country] have changed since coronavirus?⁶³

- Yes – improved
- Yes – worsened
- No – stayed the same

Have there been any changes in the overall level of tension, conflict, or mistrust in your town/city/community since coronavirus?⁶⁴

- Yes – increased
- Yes – decreased
- No – the same
- Do not wish to disclose

⁶³ This question was not included in the Nigeria Conflict Scan survey (Round 4).

⁶⁴ This question was not included in the Nigeria Conflict Scan survey (Round 4) and was split into three separate questions ('Have there been any changes in the overall level of tension in your town/city/community since coronavirus?', 'Have there been any changes in the overall level of conflict in your town/city/community since coronavirus?', and 'Have there been any changes in the overall level of mistrust in your town/city/community since coronavirus?' in both the Kenya and Palestine Conflict Scan surveys

Annex 3: List of Categories for ‘Which groups in your community were less likely to trust/accept COVID-19 messages and responses from the government or officials (including health officials) before Search’s COVID-19 programming started in August 2020?’ in Participant Survey

Kenya:

- Different ethnic groups
- Different religious groups
- Men
- Women
- Children (>18 years old)
- Young People (18-34 year olds)
- Adults (35-49 year olds)
- Older people (50+ years old)
- Richer people
- Poorer people
- If other, please describe: [open response]

Palestine:

- People from different regions
- Men
- Women
- Children (>18 years old)
- Young People (18-34 year olds)
- Adults (35-49 year olds)
- Older people (50+ years old)
- If other, please describe: [open response]

Nigeria:

- Different ethnic groups
- Different religious groups
- Men
- Women
- Children (>18 years old)
- Young People (18-34 year olds)
- Adults (35-49 year olds)
- Older people (50+ years old)
- People from the North East
- People from the North West
- People from the South East
- People from the South West
- People from the Niger Delta
- People from the Middle Belt
- If other, please describe: [open response]

Tanzania:

- Different ethnic groups
- Different religious groups
- Men
- Women
- Children (>18 years old)
- Young People (18-34 year olds)
- Adults (35-49 year olds)
- Older people (50+ years old)
- Richer people
- Poorer people
- At risk youth (Maskani)
- Elders
- Religious leaders
- If other, please describe: [open response]

Uganda

- Refugees
- Host community members
- Different ethnic groups
- Different religious groups
- Men
- Women
- Children (>18 years old)
- Young People (18-34 year olds)
- Adults (35-49 year olds)
- Older people (50+ years old)
- Richer people
- Poorer people
- Persons with special needs (e.g. people living with disabilities)
- Child Household heads
- If other, please describe: [open response]

Yemen:

- IDPs
- Host community members
- Men
- Women
- Children (>18 years old)
- Young People (18-34 year olds)
- Adults (35-49 year olds)
- Older people (50+ years old)
- Richer people
- Poorer people
- If other, please describe: [open response]

Annex 4: Sampling Rationale for User-Centred Media Messaging Analysis

The sampling rationale for the different media products selected for User-Centred Media Messaging Analysis are:

- 1. Messaging chain and definition of producers:** Producers are understood in three types: 1) the Search Team (country and HQ) who designed the social media campaign products, 2) the combination of Search teams and consultants and media partners who produced the media content for talkshows, spots, social media content, and webinars, 3) Global influencers in their capacity as producers of the content of their media campaigns. Specific reference to each category will be effectuated when related data is presented.
- 2. Messaging chain and definition of content:** Content refers to the totality of media text (incl. Scripted text, question guides, verbal contributions of guests and featured characters), audio-visual elements (hosts, setting, animation, sound), production style (drama, factual/data-based, documentary, animation etc), in addition to captions accompanying the publication/broadcast of media content. For the purpose of the analysis, content was broadened to include that of social engagement activities such as webinars.
- 3. Messaging chain and definition of channels:** The analysis of channels takes into consideration, where applicable, the interoperability of media partners across broadcasting channels (TV and radio), websites, and social media platforms. The assessment of activities by one type of producer (e.g. Search, media partner, global influencer) might consider individual channels in as much as they feed into and reflect their overall performance.
- 4. Messaging chain and definitions of users and beneficiaries:** Users are defined in relation to the primary and secondary beneficiaries targeted by the programme. Primary beneficiaries are defined as the direct beneficiaries participating in various activities. They include participants in webinars among policy makers, public health and social policy experts and practitioners, local champions participating in capacity building on social engagement, and teams of media partners. Secondary beneficiaries are indirect beneficiaries among community members targeted by primary beneficiaries either through media content designed to target them, or through the primary beneficiaries' own social engagement line of work following capacity building activities (e.g. local champions training)

From this sampling, three types of messaging chains were constructed for analysis:

- 1. Messaging Chain 1:** MENA Social Media Campaign (Jordan, Lebanon, Yemen)
 - a. Producer: Search team and Lapis Communications, an external communication company who worked on both design and production
 - b. Content: Videos and static
 - c. Channels: Facebook Search country pages and other media partners
 - d. Users: segments of the general public as defined by production plan.
- 2. Messaging Chain 2:** Search and Media Partners Joint Media Activities (Palestine)
 - a. Producer: Search and media partner teams

- b. Content: audio-visual, text, static, webinar contributions, training sessions content
 - c. Channels: radio, TV, website, social media platforms, virtual and face to face meetings (Local champions' training sessions and participation in media activities)
 - d. Users: participants in activities (guests, local champions) and segments of the public as defined by producers.
- 3. Messaging Chain 3: Global influencers Social Media Campaigns (Iraq, Kenya, Nigeria)⁶⁵**
- a. Producer: Global influencers
 - b. Content: audio-visual, text for social media use, verbal. Contributions in community meetings
 - c. Channels: Facebook, Instagram, YouTube, Soundcloud, virtual and face to face meetings (as applicable)
 - d. Users: segments of the public as defined by producers.

⁶⁵ For this chain, the analysis relied primarily on self-reporting by participants in FGDs and KIIs.

Annex 5: Results from MENA Social Media Survey

Demographics

Respondent Gender					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Men	3	4	3	2	7
Women	2	10	--	4	1
Prefer Not to Say	--	--	1	1	--

Age of Respondent					
	Iraq	Jordan	Lebanon	Palestine	Yemen
18-24	3	1	--	--	1
25-29	--	5	--	2	--
30-34	1	3	2	--	3
35-39	--	2	--	5	1
40-49	--	2	2	--	2
50-59	1	--	--	--	--
60+	--	1	--	--	1

Iraq Specific Data

Are you familiar with any of the following hashtags? (Multiple Responses Allowed)	
	# of Respondents
#التغيير_بايدينا	2
#كلنا_رفق_ما_كو_فرق	3
#انتا_الحل	3
I am not aware of them	1

Which of the following videos are you aware of? (Multiple Responses Allowed)	
	# of Respondents
The story of Kawthar Al-Mohammadi, Ibra and Qalam Center within the Suqia Foundation, and their cooperation with volunteers to reach a better and safer society for women and children.	2
The story of Khaldoun, who took it upon himself to serve his family to provide the best ambulance and rescue services	2
Fido is an organization for humanitarian aid and empowerment that focuses on a group of young people who started with an idea to help needy families and orphans affected by Corona	2
I am not aware of them	2

Where did you see these videos? (Multiple Responses Allowed)	
	# of Respondents
Search for Common Ground Iraq Facebook Page	3
Volunteer pages or Facebook groups	--
I am not aware of them or have not watched them	3

Jordan Specific Data

Are you familiar with any of the following hashtags? (Multiple Responses Allowed)	
	# of Respondents
# ما_النا_غير_بعض	4
# احنا_الأمل	7
# انت_الاهام	5
# مسؤوليتنا_وحدة	3
I am not aware of them	3

Which of the following videos are you aware of? (Multiple Responses Allowed)	
	# of Respondents
Video about the Franji Family - Mohammad and Reem, founders of Habaybna learning platform, who moved from Gaza to Amman to care for their two sons who live with disabilities	1
Video about Ahlam Alzou'bi - A young mom in Jerash who started her own business producing soap from olive oil.	8
Video about Ezwitti Restaurant - A restaurant run by volunteers that lets customers buy a decent meal for others who cannot afford it.	7
I am not aware of them	2

Where did you see these videos? (Multiple Responses Allowed)	
	# of Respondents
Search for Common Ground Jordan Facebook page	6
Search for Common Ground Jordan Instagram page	3
Volunteer pages or Facebook groups	6
Roya TV Facebook page	1
I am not aware of them or have not watched them	1

Lebanon Specific Questions

Are you familiar with any of the following hashtags? (Multiple Responses Allowed)	
	# of Respondents
#شغلة_وحدة	1
#وجودك_بيكفي	--
#الكلمة_بتفرق	1
#قوتك_باللي_حوالك	1
I am not aware of them	2

Which of the following videos are you aware of? (Multiple Responses Allowed)	
	# of Respondents
Videos featuring multiple testimonials on the street answering questions such as موقف صغير أعطاك أمل؟ and مين سندك؟, جمله اعطتك قوه؟	1
Videos featuring multiple testimonials from couples in their homes answering questions such as موقف صغير أعطاك أمل؟ and مين سندك؟, جمله	1
I am not aware of them	2

Where did you see these videos? (Multiple Responses Allowed)	
	# of Respondents
One Act Campaign Facebook Page	3
One Act Campaign Instagram Page	0
Search for Common Ground Lebanon Facebook Page	2
Search for Common Ground Lebanon Instagram Page	1
I am not aware of them or have not watched them	1

Palestine Specific Questions

Are you familiar with any of the following hashtags? (Multiple Responses Allowed)	
	# of Respondents
الحياة لحظة بنقضها مع أحبابنا#	5
برغم البعد الحب يجمعنا#	2
اهتمامنا ببعض حب مش بس واجب#	6
I am not aware of them	1

Which of the following videos are you aware of? (Multiple Responses Allowed)	
	# of Respondents
Video about grandparents who feel isolated and are missing their family	5

Video about a young family and how not seeing their grandparents have impacted their lives	2
Video about a family reunion	6
I am not aware of them	1

Where did you see these videos? (Multiple Responses Allowed)	
	# of Respondents
Ma'an Network TV	1
Ma'an Network Facebook Page	6
Ma'an Network TikTok	0
I am not aware of them or have not watched them	0

Yemen Specific Questions

Are you familiar with any of the following hashtags? (Multiple Responses Allowed)	
	# of Respondents
#الطيبة_فينا_الخير_يجمعنا	0
#نبادر_لخدمة_أهلنا	0
#العطاء_خير	1
#اليمن_بلدنا	2
I am not aware of them	5

Which of the following videos are you aware of? (Multiple Responses Allowed)	
	# of Respondents
Video about the بنك التعاون an initiative where members collect monthly contributions via donation boxes placed throughout Aden which will be used for charitable works - e.g distributing gas cylinders during Covid.	1
Video about the صندوق الخير initiative that supports those with mobility difficulties by providing a stretcher and a	2

wheelchair stored in a communal box and can be used by the community	
Video about محبة وعطاء initiative led by young women who support IDPs in southern Yemen	4
I am not aware of them	3

Where did you see these videos? (Multiple Responses Allowed)	
	# of Respondents
Search for Common Ground Yemen Facebook Page	4
Search for Common Ground Yemen Instagram Page	1
I am not aware of them or have not watched them	3

Relevance & Effectiveness

Were these videos relevant to your experience and/or challenges you faced during the pandemic?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes	3	10	2	4	4
No	--	2	1	2	1
I am not aware of them or have not watched them	2	2	1	1	3

If no, why not?			
	Jordan	Lebanon	Palestine
Did not address the main relevant challenges/problems in the community	1	--	--
Was not contextually relevant and/or appropriate	--	1	--
Did not target the right audience/community members	--	--	1
Other	2	--	1

Were the people featured in the videos relatable and inspiring to you?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes	3	12	2	4	3

No	--	--	1	2	2
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Was the main message in these videos easy to follow?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes	3	12	3	6	5

Would this message have been accessible to other members of your community?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes	3	12	3	6	3
I don't know	--	--	--	--	2

Did you share, engage with, or talk about these videos?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes	2	9	2	3	4
No	1	3	1	3	1
I am not aware of them or have not watched them	2	2	1	1	3

Did anyone you know share, engage with, or talk about these videos?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes	4	8	2	3	2
No	1	3	1	1	2
I don't know	--	3	1	3	4

If yes, who? (Multiple Responses Allowed)					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Friends/peers	4	8	1	3	1
Older relatives	2	1	--	2	--
Younger relatives	2	2	1	2	--
Neighbours	2	--	--	1	--

Government Officials	1	--	--	--	--
Co-Workers	--	3	--	1	1
Community/Village Elders	1	--	--	1	--
Civil society representatives	1	1	--	--	--

Did these videos increase your empathy for certain groups affected by the pandemic?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes - a lot	--	8	1	2	2
Yes - somewhat	3	3	2	4	2
Not at all	--	1	--	--	1

If yes, who?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Women	1	7	2	1	1
Men	1	2	1	--	1
Older People (50+ years old)	1	2	--	4	2
Adults (35-49 years old)	2	1	1	1	--
Young People (18-34 years old)	2	6	1	3	1
Children (>18 years old)	--	2	--	3	1
Refugees/Displaced People	1	3	1	2	2
Persons with special needs (e.g. people living with disabilities)	3	2	1	2	2
People who are unemployed	3	5	2	3	2
People living in poverty/difficult socio-economic situations	2	5	2	4	3

Did these videos increase your respect and/or appreciation for certain groups in your community?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes - a lot	2	6	2	3	3

Yes - somewhat	1	6	1	3	2
Not at all	--	--	--	--	--

If yes, who?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Women	--	8	3	1	1
Men	1	3	2	--	1
Older People (50+ years old)	2	2	1	3	1
Adults (35-49 years old)	2	--	2	3	1
Young People (18-34 years old)	2	5	2	1	--
Children (>18 years old)	2	3	2	3	1
Refugees/Displaced People	1	3	--	1	1
Persons with special needs (e.g. people living with disabilities)	2	2	1	2	2
Volunteers and workers in NGOs and civil society	1	4	1	1	1
Small business owners	2	6	--	2	1
Medical professionals (e.g., doctors, nurses, paramedics)	2	2	--	3	1
Other	--	--	--	--	--

Did these videos help you understand someone with a different view or perspective?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes - a lot	--	5	1	--	1
Yes - somewhat	3	5	1	6	3
Not at all	--	1	1	--	1

Did these videos help you engage with someone with a different view or perspective?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes - a lot	--	3	1	--	1
Yes - somewhat	3	7	2	5	2

Not at all	--	1	--	1	1
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Did the videos affect how you feel about your ability to make a change in your community during the pandemic or other crises?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes - I feel much less able to make a change	1	2	--	1	1
Yes - I feel somewhat less able to make a change	--	1	--	2	2
Yes - I feel somewhat more able to make a change	1	5	2	3	1
Yes - I feel much more able to make a change	1	3	1	--	1
No - no change	--	1	--	--	--

Did the videos inspire you to help in your community during the pandemic or other crises?					
	Iraq	Jordan	Lebanon	Palestine	Yemen
Yes - a lot	--	8	1	2	2
Yes - somewhat	3	3	2	3	2
Not at all	--	1	--	1	1