

Endline Evaluation

Uchaguzi Bila Balaa

November 2023

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OUR APPROACH TO MEASURING CHANGE

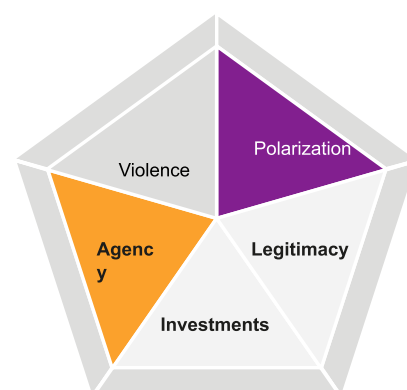
In order to measure impact, this study is aligned with the Peace Impact Framework (PIF)¹, which explores five elements* for healthy societies.

This project's focus on community-led prevention of election-related conflicts relates most to **Agency** and **Polarization**. Impact in these areas is measured in relation to the OECD-DAC criteria of relevance, effectiveness, impact, and sustainability.

Key Results

OVERALL PROJECT RELEVANCE

Project activities were appropriately tailored to meet the needs of the target communities. 96% of survey respondents reported that the project was appropriate and relevant to the needs of the target community. This can be attributed to the organization of joint strategy sessions with community leaders and security actors to review planned project activities and their suitability in the local context before they were implemented. In addition, the evaluation found that the project's outputs, outcomes and goals were properly set at the onset of the project, ensuring that each activity's outcome reinforced each other.



Intended Positive Outcome	Related Results
Community members interviewed reported that the project empowered them to take concrete action to identify and prevent election-related violence in their community.	<ul style="list-style-type: none"> → 89% of survey respondents reported that they believe an ordinary person can make a positive difference in the community they live in. → Across all counties, 90% of respondents, split between 91% of men and 90% of women, reported that they have the power to change something wrong in their community.
Intended Positive Outcome	Related Results
Participants of the project felt empowered, understood and appreciated the value of voting.	<ul style="list-style-type: none"> → FGD participants in Lamu, Garissa and Mombasa counties, reported that the project activities made them value the power that comes with voting and the extent to which their vote could influence change in their community. → An average of 10% of respondents stated that violence is not necessary to accomplish electoral goals, down from 16% at baseline.
Intended Positive Outcome	Related Results
The project increased trust between community	<ul style="list-style-type: none"> → 70% of respondents reported being aware of pathways to non-violently address election related

<p>members and increased social cohesion.</p>	<p>concerns.</p> <ul style="list-style-type: none"> → Youth peace cups and women cultural exhibitions played a key in reducing polarization among communities of different ethnic, cultural and religious backgrounds. → Joint strategy meetings and mediation sessions contributed to reducing the divide between formal administrative structures, law enforcement and community groups like the youth and men who often felt targeted for exploitation by security forces.
<p>Unintended Positive Outcome</p>	<p>Related Results</p>
<p>Mediation training and Community initiatives (implemented as part of the EWER system) led to a decrease in conflicts.</p>	<ul style="list-style-type: none"> → There were reduced incidents of conflict between the Pokomo and Somali from Tana River and Garissa counties respectively. Conflict between the Oroma and Munyo Yaya in Madogo was similarly resolved by mediators trained by the project.
<p>Intended Positive Outcome</p>	<p>Related Results</p>
<p>The project has created EWER systems, conflict prevention, mediation, resolution, and referral structures that have demonstrated potential for resilience and sustainability beyond the lifetime of the project.</p>	<ul style="list-style-type: none"> → Anecdotal evidence shows that project participants continue to organize activities independently from the project. → Most of the WhatsApp groups used are still very active and mediators and conflict monitors have been engaging and reporting incidents to community leaders and security actors through this channel. → An increase in partnership between security actors, local leadership and community members has fostered a decline in incidents of violence and conflict in communities where the project was implemented. → Respondents noted that the alternative dispute resolution mechanisms have continued to be active and used by community members to solve disputes with limited participation of project and partner staff.
<p>Intended Positive Outcome</p>	<p>Related Results</p>
<p>Media programmes built resilience of communities and disseminating election related material, especially for remote communities</p>	<ul style="list-style-type: none"> → 92% of project participants interviewed in the quantitative survey reported that they believed the media plays a constructive role during electoral periods. → 89% of participants across all counties reported that media and outreach activities helped them identify peaceful pathways to resolve election concerns, further attesting to the effectiveness of the media programming activities.
<p>Intended Positive Outcome</p>	<p>Related Results</p>
<p>Social media listening and monitoring contributed to reduced hate speech online platforms, thereby mitigating narratives contributing to electoral and post-electoral violence.</p>	<ul style="list-style-type: none"> → 84% of program participants who responded to the quantitative survey reported feeling better equipped to recognize instances of misinformation/hate speech encouraging electoral violence, a 36% point increase from the baseline value of 48%. → 82% of participants reported having increased access to credible information and resources about the elections; a 20% point increase from 62% reported

	<p>during the baseline study.</p> <p>→ Key informants noted that during the 2022 elections, the project's collaboration with traditional and conventional media shed light on how community members could identify misleading statements and even go ahead to verify such from more credible and reliable sources.</p>
Intended Positive Outcome	Related Results
<p>The UBB project led to collaboration among different stakeholders in the identification of, and response to, election-related violence.</p>	<p>→ The project increased collaboration between formal and informal governance structures, which also led to increased awareness of avenues to address issues that community members may have.</p> <p>→ On average, 73% of participants across all counties reported being aware of reporting mechanisms.</p>
Unintended Negative Outcome	Related Results
<p>Women's cultural exhibitions and youth peace cups led to tensions among participants in some locations in Tana River and Kilifi counties.</p>	<p>→ The competitive nature of the youth and women led to claims of favoritism or preferential treatment towards certain contestants by the judging panels. These resulted in claims of unfair awarding of points in the exhibitions, or biased management of football matches.</p>

¹ More on the Peace Impact Framework can be found [here](#)

KEY RECOMMENDATIONS

1. Promoting cohesion and partnership between the police and youth in the community should be prioritized to increase effectiveness in prevention of conflict and violence.
2. Donor support to ensure that politicians can be engaged well in advance of elections, through early project commencement, is crucial, as they were identified as the primary hindrance to the project's progress in reducing community polarization and enhancing cohesion.
3. Search should implement, or partner with other agencies conducting voter awareness and education activities, like the IEBC, long before the election period, in order to address potential tension and conflict that may escalate to violence during the campaign period.
4. In order to increase sustainability, county governments should be involved in the project from the beginning and lobbied to uptake and upscale activities within their counties, including making a commitment to allocate resources to these activities. This can assist in the facilitation of knowledge transfer, adequate planning, and budgeting for the transition of activities. It is advisable to anchor project initiatives in the relevant county departments responsible for gender, culture and sport, while ensuring transparency so that community members do not lose trust in implementing partners.
5. Project activities need to adopt a variety of teaching methodologies to meet the needs of project participants, particularly those in localities with high levels of illiteracy. These may include approaches like dramatizations, pre-recorded audio files, road shows, and phone calls, as opposed to digital media or print content dissemination approaches.
6. Behavior change activities take time to have an impact, and therefore longer-term funding is required for future projects seeking to change attitudes and behaviors at the community level.
 - For a project targeting behavior change, awareness creation and community sensitization activities would be more effective if carried out consistently over the duration of the project. Activity delays and prolonged gaps in between activities was noted as a key contributing factor to reduced results.
7. Continue to support a larger number of small rapid community led initiatives.
 - The methodology was well received by the community and also perceived to be effective.
8. Search needs to invest more in community sensitisation at the beginning of the project to enlighten the community about the project, its planned activities, and level of engagement. The project should also have better structures that support local monitoring of safeguarding risks and promptly address them.
 - Safeguarding concerns were raised regarding numerous aspects of the project.
9. Social media listening should use local languages to ensure instances of misinformation and hate speech are flagged and addressed earlier in the project. Similarly, the teams should have native speakers of the different local languages and dialects within the county/community to aid in easy identification and censorship of hate speech and misinformation.
 - Aside from hiring team members who understand local dialects and the local language, SML was seen as effective in public spaces like Facebook and TikTok but quite ineffective on private platforms like WhatsApp groups.
10. Search to investigate the reasons behind the low rates of project participants in Tana River county, who reported feeling safe during their participation and the factors contributing to their lack of perceived safety. This is crucial to address the concerns that led to participants not feeling safe during their involvement in the project.