

# **C H A N G E P l u s - K i c k - O f f M e e t i n g**

## **W o r k s t r e a m 1 C o m m u n i t y M a p p i n g a n d P r o j e c t E v a l u a t i o n**

T E R R E D E S F E M M E S , B e r l i n

3 - 4 M a r c h , 2 0 1 6

P r o f H a z e l B a r r e t t

C o v e n t r y U n i v e r s i t y

h.barrett@coventry.ac.uk

## **O u t l i n e o f S e s s i o n**

- B r i e f i n t r o d u c t i o n t o R E P L A C E  
A p p r o a c h
- C o m m u n i t y A n a l y s i s a n d E v a l u a t i o n
- C o m m u n i t y M a p p i n g i n H a m b u r g
- S u g g e s t i o n s f o r B C A i n H a m b u r g ,  
A m s t e r d a m a n d L i s b o n
- P r o j e c t E v a l u a t i o n
- E v a l u a t i o n M e e t i n g i n L o n d o n  
( F e b r u a r y / M a r c h 2 0 1 7 )

# REPLACE2



## Introduction to The REPLACE approach: supporting communities to end FGM in the EU



FORWARD  
Supporting rights & dignity



APF  
Associação para o Desenvolvimento da Mulher

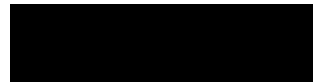
CESIE  
Centro di Studi e di Ricerche in Europa



GES - Gabinete de Estudos Sociais



## REPLACE2 partners and communities



- Coventry University, UK - lead partner
- FORWARD UK - Sudanese women based in London
- FSAN, Netherlands - Somali women in Rotterdam
- Gabinet, Spain - Senegalese & Gambian men and women in Banyoles
- APF, Portugal - Guinea Bissauan men and women in Lisbon
- CESIE, Italy - Eritrean & Ethiopian (Habesha) men and women in Palermo, Sicily
- ICRH, University of Ghent, Evaluation partner



FORWARD  
Supporting rights & dignity



APF  
Associação para o Desenvolvimento da Mulher

CESIE  
Centro di Studi e di Ricerche in Europa

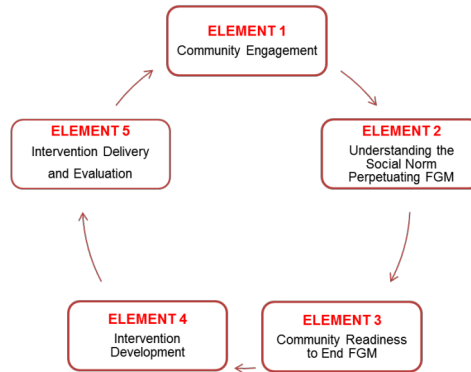


GES - Gabinete de Estudos Sociais



## The REPLACE Approach

The REPLACE  
Cyclic Framework for  
Social Norm  
Transformation in  
relation to FGM



FORWARD  
Supporting rights at age 16



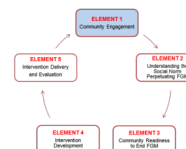
Coventry  
University



## The REPLACE Approach

### Element 1: Community engagement

- Critical to the approach
- Not really a separate phase or step; as whole approached pinned on this
- Approach is about partnership with the community
- Aspire to reach community-led level of engagement
- Recognition that building trust and relationships takes time – the community engagement can build throughout the cyclic approach
- Helps to identify key people from the community to come with you on the journey through the cyclic



fr



FORWARD  
Supporting rights at age 16

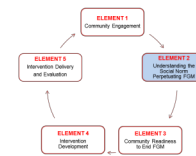


Coventry  
University



## the REPLACE Approach

### Element 2: Understanding the Social Norm perpetuating FGM

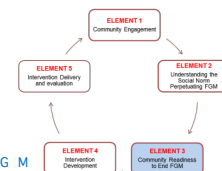


- Recognition that different communities have different belief systems and social norms and that these change over time
- Can only design interventions whose content/messages align with those belief systems and norms
- Working to understand the community, the context, their beliefs and norms is critical to designing potentially effective interventions



## the REPLACE Approach

### Element 3: Community Readiness to End FGM



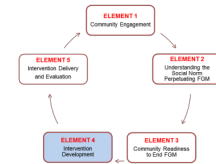
- Assessment of community readiness to end FGM
- 9 stages of readiness to change – adapted from the Tri-Ethnic Centre's Readiness to Change model (Plested et al., 2006)
- Stages range from 1 'no community awareness of the issues associated with ending FGM' to stage 9 'high level community buy in to end FGM'
- Identifying stage helps identify target actions or behaviours for intervention development



## the REPLACE Approach

### Element 4: Intervention Development

- Involves considering all of the possible **target intervention actions** that may help to move community to next stage of readiness to change and selecting those that are most feasible and acceptable to community but that will push community
- Then behavioural analysis using the COM-B model (Michie et al., 2014) is recommended to understand the barriers for individuals in engaging in the **target intervention action** and what support they need
- Work together to develop support to address their needs and draw on what is known about the underlying beliefs systems and



## the REPLACE Approach

### Element 4: Intervention Development

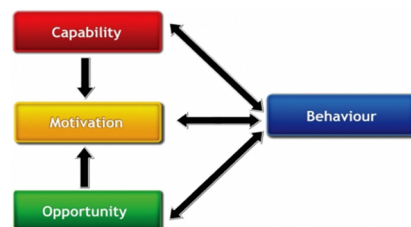
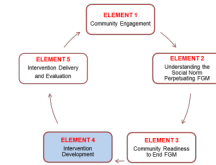


Figure 3. the COM-B model (Michie et al., 2014)



## the REPLACE Approach

### Element 4: Intervention Development

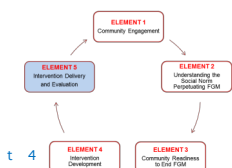


- A REPLACE example
- Dutch Somali community identified as between community readiness stages 3 and 4 at project start: (3: Vague community awareness to 4: Preplanning)
- Target intervention action: Koranic school teachers to deliver lessons in Koranic school addressing the belief that FGM or 'little Sunnah' is not a requirement of Islam.
- COM-B analysis shows that Psychological Capability requires addressing – Koranic school teachers need support to know how to deliver such lessons
- Training and support provided including helping them to develop a lesson plan and asked an Islamic scholar to talk to them



## the REPLACE Approach

### Element 5: Intervention Delivery and Evaluation



- Evaluation has to be planned alongside Element 4
- As the intervention is implemented, so is evaluation
- The REPLACE Approach recommends a mixed methods approach that incorporates:
  - Pre-post community readiness assessment
  - Focus groups post intervention (and ideally pre and post FGs)
  - Questionnaires or scaled measures of beliefs that are targeted by intervention content
  - Records of instances of the target intervention action, numbers of people reached, numbers of new community members who want to get involved in future work based on engagement with each target intervention action



## REPLACE Toolkit and Community Handbook



## Community Analysis and Evaluation

- Modules on:
  - Community Analysis: Community-Based Participatory Action Research to understand belief systems perpetuating FGM, including undertaking ethical research, a guide on analysing the information collected.
  - Community Evaluation: Applying the REPLACE Community Readiness to End FGM Assessment, including links to appropriate community interventions to bring an end to FGM

## REPLACE COMMUNITY READINESS TO END FGM ASSESSMENT

- Involves 5 Steps:
1. Identify people who represent the views of the community.
  2. Decide how the assessment will be undertaken
  3. Undertake the assessment using the questionnaire schedule
  4. Assessment is scored by independent scorers using the anchor ratings
  5. Stage of readiness to end FGM agreed.

## REPLACE COMMUNITY READINESS TO END FGM ASSESSMENT

Dimensions of Community Readiness		stages	Community Readiness to End FGM
A	Community Knowledge concerning FGM	1	NO COMMUNITY AWARENESS: FGM/C PRACTICE IS SOCIAL NORM
B	Community belief systems and attitudes towards FGM	2	COMMUNITY DENIAL/RESISTANCE: SOME COMMUNITY MEMBERS RECOGNISE FGM IS AN ISSUE
C	Community efforts to ending FGM	3	VAGUE COMMUNITY AWARENESS: MANY HAVE CONCERNS ABOUT FGM BUT NO COMMUNITY MOTIVATION TO CHANGE
D	Community knowledge of the efforts to end FGM	4	PREPLANNING: COMMUNITY RECOGNITION THAT SOMETHING MUST BE DONE ABOUT FGM, BUT EFFORTS LACK FOCUS
E	Community leaders' and influential peoples' attitudes to ending FGM	5	PREPARATION: COMMUNITY LEADERS BEGIN PLANNING IN EARNEST TO END FGM IN THE COMMUNITY
F	Community resources available to support efforts to end FGM	6	INITIATION: COMMUNITY ACTIVITIES & INTERVENTIONS UNDERWAY TO END FGM
		7	STABILISATION: COMMUNITY LEADERS SUPPORT ENDING FGM IN THEIR COMMUNITY
		8	EXPANSION: COMMUNITY MEMBERS FEEL COMFORTABLE WITH ENDING FGM
		9	COMMUNITY OWNERSHIP: HIGH LEVEL OF COMMUNITY BUY-IN TO END FGM WHICH BECOMES THE SOCIAL NORM



DIMENSIONS OF CHANGE	<div>LOW(1-3)</div> <div>MEDIUM (4-6)</div> <div>HIGH (7-9)</div>								
A. Community Knowledge Concerning FGM	L	M	M	M	H	H	H	H	H
B. Community belief systems and attitudes towards FGM	L	L	M	M	M	H	H	H	H
C. Community efforts to ending FGM	L	L	L	M	M	M	M	H	H
D. Community Knowledge of the efforts to end FGM	L	L	L	L	L	M	H	H	H
E. Community leaders and influential people's attitudes to ending FGM	L	L	L	M	M	H	H	H	H
F. Community resources available to support efforts to end FGM	L	L	L	L	L	M	M	M	H
	1	2	3	4	5	6	7	8	9
STAGES OF COMMUNITY READINESS TO END FGM	No community awareness	Community Denial/ Resistance	Vague Community Awareness	Preplanning	Preparation	Initiation	Stabilisation	Expansion	Community Ownership

## Community Mapping in Hamburg

### • 8 activities:

1. Identify the target FGM affected community
2. Rapid literature review
3. Recruitment of Change Agents
4. Ethics Application and approval
5. Develop FGD and narrative interview Guides
6. Identify sample for FGD and narrative interviews
7. Undertake FGD and narrative interviews

## SUGGESTIONS FOR BECA IN Hamburg, Amsterdam and Lisbon

- Need to undertake REPLACE Community Readiness to End FGM Assessment.
- With Change Agents agree an appropriate intervention.
- Undertake COM-B assessment
- Develop and pilot intervention
- Implement intervention
- Undertake pre and post evaluations.

	1	2	3	4	5	6	7	8	9
STAGES OF COMMUNITY READINESS TO END FGM	No community awareness	Community Denial/Resistance	Vague Community Awareness	Preplanning	Preparation	Initiation	Stabilisation	Expansion	Community Ownership
FOCUS OF INTERVENTION	INCREASING KNOWLEDGE OF FGM			CHANGING ATTITUDES AND INITIATING BEHAVIOUR CHANGE CONCERNING FGM			SUPPORTING BEHAVIOUR CHANGE NOT TO PERFORM FGM		
	- Building community cohesion - Increase knowledge of health impacts and illegality of FGM - Challenge belief systems supporting FGM			- Identify and support community leaders/Peer Group Champions to end FGM - Support efforts to end FGM by developing appropriate interventions - Begin to harness community resources to end FGM			- Reinforce community efforts to end FGM - Ensure community and other resources to ensure the abandonment of FGM		
COMMUNITY/INDIVIDUAL EMPOWERMENT BALANCE	Community Empowerment			Individual Empowerment			Community Empowerment		
SOCIAL NORM CHANGE	SOCIAL NORM SUPPORTING FGM			SOCIAL NORM TIPPING POINT			SOCIAL NORM ABANDONING FGM		

## Project Evaluation

- **Training Activities:**
  - Continuation of evaluation strategy and techniques used in CHANGE1
  - Written questionnaires of Change Agents who have undertaken CHANGE Training
  - Oral interviews with TDF project coordinators; project coordinators from partner organisations
  - Evaluation meeting in London 2017
  - Participant observation of meetings (skype and face to face)
- **Behaviour Change Activities:**
  - Community Evaluation: Pre and post intervention REPLACE Community Readiness to End FGM Assessment
  - Individual Evaluation: Questionnaires and scaled measures of individual's beliefs that are targeted by intervention content
  - Engagement statistics: Records of instances of the target intervention action, numbers of people reached, numbers of new community members who want to get involved in future work based on engagement with each target intervention action

## Evaluation Meeting in London

- Need to agree date.
- Numbers attending.
- Facilities required.
- Catering required.

A n y c o m m e n t s o r q u e s t i o n s  
w e l c o m e

- [H.barrett@coventry.ac.uk](mailto:H.barrett@coventry.ac.uk)
- I look forward to working with you all.