Data Literacy through Evidence-Based Campaign Training

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Who We Are

CIVICUS is a global alliance of 3,600+ civil society organisations and activists dedicated to strengthening citizen action and civil society around the world.

DataShift is an initiative of CIVICUS that builds the capacity and confidence of civil society organisations to produce and use citizen-generated data.
CGD: People Powered Campaigns

Citizens creating and using their own data builds their capacity to:

• Identify their sustainable development priorities
• Monitor progress
• Hold decision makers accountable
CSOs Needs and Interests

• Improving their communities and civic space
• Funding
• Capacity building
Capacity Gaps Identified

- Clear campaign goals and objectives
- Evidence-based campaigns: lack of best practice and background research
- Funding
- Ability to collect, analyze, and communicate data
- Understanding of importance of data
- Understanding of how to use data for campaigns and overall organisational operations
Evidenced-based Campaign Approaches

- Extensive manual
- Online and print toolkits
- Webinars
- In-person workshops
- Intense two-day camps with experts
- One-on-one consultant
- Downloadable online materials
- Remote guidance applying the materials
Scaling Capacity Building

Evidence-based Campaigns Towards the SDGs

Our Model
Two weeks of applied capacity building in data literacy using remote consultation
Capacity Building Components

- Online Courses
- Reusable Tools and Templates
- Oral / Written Feedback
- Group Learning
Capacity Building Cycle

1. Ongoing Course Units
2. Authoring Draft Document
3. Written / Oral Feedback
4. Revision

The cycle is continuous, with each step leading to the next, forming a feedback loop.
Two-Week Direct Support Model

Introduction
Agreements
“Working in a Virtual Team” Course
Skills Assessment
DROPBOX – WHAT IS IT?

- Dropbox is a tool for sharing and saving files quickly and conveniently.
- It allows you to share computer folders with colleagues, allowing for easy sharing of documents, as well as easier collaboration on projects.
- It also enables more convenient sharing of larger files compared to email.
QUIZ

ANSWER EACH OF THE FOLLOWING QUESTIONS AND SUBMIT YOUR ANSWERS VIA EMAIL TO DATASHIFT

i. You can search for Skype users without having their Skype ID. True/False

ii. You can only use WhatsApp with contacts who have the same area code. True/False

iii. Being on time for a virtual meeting is as important as being on time to a meeting in person. True/False

iv. You need to download a program before using Jitsi. True/False

v. If you receive an important email during a virtual meeting, it’s okay to read through the email while others on the call are talking. True/False

vi. In person meetings are more important than those over Skype, therefore it is okay to cut Skype meetings short for other in person meetings that may come up. True/False
This questionnaire has been designed to understand what you already know about survey design and analysis. This is not a "test" and you will not be "graded" on your performance. Please complete all questions on your own and to the best of your ability. For the multiple choice questions, circle your selected response(s).

1) True or False (circle one): Because surveys are designed scientifically, they can replace all other data collection methods (e.g. interviews, focus groups, etc.).

2) The survey mode (method) with the highest response rates are:
   a) online surveys
   b) telephone surveys
   c) paper surveys sent by mail
   d) face-to-face surveys

3) What’s wrong with the following survey question and how would you improve it?
   *Do you approve of the government’s efforts to increase public services and to lower taxes?*

4) What’s wrong with the following survey question and how would you improve it?
   *Frequent team-building activities have been shown to greatly improve the work ethic and performance of staff. Does your organization conduct team-building activities?*

5) True or False (circle one): The order of the response choices to a question (e.g. response a, response b, etc.) can influence how the respondent answers the question.

6) If you were going to ask a question about a highly sensitive topic (e.g., sexual behavior, illegal activity, etc.) where would be the best place for it in a survey?

7) You are conducting a face-to-face survey with a respondent. When asked a particular question, the respondent seems very uncomfortable and s/he hasn’t provided a response. As the interviewer, what should you do?
   a) Wait patiently until the respondent provides an answer
   b) Ask the respondent to provide an answer
   c) Tell the respondent s/he doesn’t have to answer any question that s/he doesn’t want to and offer to move onto the next question
   d) End the survey immediately

8) True or False (circle one): In a properly conducted survey all forms of bias and error can be eliminated.

9) True or False (circle one): In a survey with random sampling, a sample with 2,500 respondents is more representative than a sample of 1,000 respondents.

10) The following table describes the results of a survey examining the relationship between age and whether a respondent has had a negative experience with the police.

<table>
<thead>
<tr>
<th></th>
<th>Under 30 Yrs</th>
<th>30 and Older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative Experience</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>No Negative Experience</td>
<td>75%</td>
<td>82%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Which of the following questions can you answer from the table above?

a) What percentage of people who’ve had negative experiences with the police are under 30?
   b) What percentage of people 30 and over have had negative experiences with the police?
Two-Week Direct Support Model

Completion of Campaign Pre-Assessment
<table>
<thead>
<tr>
<th>Question</th>
<th>Elaborate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you identified an issue that you would like to address through an advocacy campaign?</td>
<td>YES</td>
</tr>
<tr>
<td>Have you confirmed that this issue is a priority for the community or provided evidence that it should be a priority?</td>
<td>YES</td>
</tr>
<tr>
<td>Have you created a campaign plan?</td>
<td>YES</td>
</tr>
<tr>
<td>Briefly describe the campaign that you are working on:</td>
<td>Describe</td>
</tr>
<tr>
<td>Have you done research on best practices for the advocacy campaign?</td>
<td>YES</td>
</tr>
<tr>
<td>What are the goals and objectives of the campaign?</td>
<td>Describe</td>
</tr>
<tr>
<td>Who is/are the audience(s) for the campaign?</td>
<td>Describe</td>
</tr>
<tr>
<td>What is/are your campaign message(s)?</td>
<td>Describe</td>
</tr>
<tr>
<td>Have you tested these messages?</td>
<td>YES</td>
</tr>
<tr>
<td>Have you modified best practice research to be appropriate for your target audience?</td>
<td>YES</td>
</tr>
<tr>
<td>Are you currently collecting data for the campaign?</td>
<td>YES</td>
</tr>
<tr>
<td>How is the data being used for the campaign and, specifically, to contribute to the advocacy component?</td>
<td>Describe</td>
</tr>
<tr>
<td>If you implement this campaign plan, what would success look like?</td>
<td></td>
</tr>
</tbody>
</table>
Two-Week Direct Support Model

Day 1 of Capacity Building (Skype)

Discussion Topics:
Advocacy Issue
Citizen-Generated Data
Sustainable Development Goals
Uses of Data
### DataShift Two Week Direct Support Timeline – Draft #1

#### Preparation (5hrs)
- Partnership agreement must be signed before the initiation of the course
- Partners must pass “Working as a part of a virtual team” training course before being accepted to direct support program
- Pre-assessment must be completed and submitted before first meeting
- Partners should have a sense of the issue (broadly speaking) they wish to focus on

#### Monday - 1 (3hrs)
- Introductions
- Course Overview
- Discussion of advocacy campaigns (a theme)
- Review pre-assessment
- Develop situational analysis

#### Tuesday - 2 (4hrs)
- CCC discussion
- Sustainable Development Goals
- Advocacy campaigns
- Initial research findings

#### Wednesday - 3 (4hrs)
- SDG indicators
- Review situational analysis together
- Based on situational analyses, how could this advocacy campaign look?
- Setting SMART objectives

#### Thursday - 4 (5hrs)
- Discuss basics of survey design
- Develop first draft of survey
- Survey logistics and scheduling

#### Friday - 5 (6hrs)
- Review first draft of survey
- Training – Units 1-5

#### Weekend (2hrs)
- Have partner edit and return the second draft of the survey before Monday

#### Monday - 6 (6.25hrs)
- Discuss updated survey
- Confirm survey administration
- Training – Units 6-8
- Add training about survey administration
- Cognitive Interviewing

#### Tuesday - 7 (1.5-5.5hrs)
- Final survey edits
- Translation

#### Wednesday - 8 (5hrs)
- No meeting
- Administer survey
- Buffer day – Anything not completed earlier in the course can also be completed this day if necessary

#### Thursday - 9 (4hrs)
- Meeting if necessary
- Administer survey

#### Friday - 10 (4hrs)
- Meet to discuss survey administration and lessons learned. Are further edits necessary?
- Discuss next steps and continuing support

### Continuing Support (20hrs)
Two-Week Direct Support Model

Day 2 of Capacity Building (Skype)

Discussion Topics:
- Advocacy Campaigns
- Surveys to Inform Advocacy
- SDG Indicators
- Setting SMART objectives
- Data for Funding
Two-Week Direct Support Model

Completion of SMART Objectives Template
### SMART OBJECTIVES TEMPLATE

Fill out a separate template for each objective. Write your objective in the space provided and then use the checklist below to justify how it is SMART.

<table>
<thead>
<tr>
<th>Objective:</th>
<th>Considerations</th>
<th>YES</th>
<th>NO</th>
<th>Explain</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>S</strong> Specific</td>
<td>Does the objective specify...</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Who will do it?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Who is the target - their gender, age, location, etc.?</td>
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<tr>
<td>What they will do?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How they will do it</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where it will be done</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>M</strong> Measureable</td>
<td>Can you define...</td>
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<td></td>
<td></td>
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<tr>
<td>What will you measure?</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>How will you measure it?</td>
<td></td>
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<td></td>
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<tr>
<td>When you will measure it?</td>
<td></td>
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<tr>
<td>Your capacity measure this reliably?</td>
<td></td>
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<td><strong>A</strong> Actionable</td>
<td>Can you define...</td>
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<tr>
<td>The steps to achieve this objective?</td>
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<tr>
<td>How any data collected will be used to enact change?</td>
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<tr>
<td>The resources you have to carry it out?</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The capacity you have to carry this out?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>R</strong> Relevant</td>
<td>Is the objective...</td>
<td></td>
<td></td>
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<tr>
<td>Helpful in reaching your overall goal?</td>
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<tr>
<td>In line with organizational priorities?</td>
<td></td>
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<tr>
<td>In line with the SDGs and other national/international priorities?</td>
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<tr>
<td>Gaining attention or in need of more attention in your community?</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>T</strong> Time-bound</td>
<td>Does the objective...</td>
<td></td>
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<tr>
<td>Have a specified deadline or end point?</td>
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<tr>
<td>Have a realistic timeframe?</td>
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<tr>
<td>Have timeline that allows for monitoring and evaluation?</td>
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</tbody>
</table>

**Note:** If the objective fails to be SMART - consider breaking your larger objective down into smaller, more achievable objectives.
SPECIFIC
MEASURABLE
ACTIONABLE
RELEVANT
TIMEBOUND
Two-Week Direct Support Model

Day 3 of Capacity Building (Skype)

Discussion Topics:
Review Situational Analysis & SMART Objectives
Discuss Basic Survey Design
Building a Network: Who can we connect with?
Two-Week Direct Support Model

Develop 1$^{st}$ Draft of Survey
Do you know about climate change?
2. What do you think is the causes of Climate Change?
3. Have you experience any climate change impacts?
4. What do you think can be done to combat the impacts?
5. Do you know about Rau forest?
6. What are the features of the forest?
7. What is the benefit of the forest to you?
8. Are you involved in management and protection of the forest?
9. Do you know any activities conducted within the forest? Mention
10. What are you used for cooking at your home
11. Where are you getting firewood for cooking?
12. Is there any other source of fire wood?
13. Where did you get construction materials for your house?
14. Why men’s are used to cut down trees for timber/construction while women’s do only collecting falling and dead branches?
15. Why farmers are still encroaching the forest?
16. Is there any problem animals in the forest?
17. Why do local people throwing home wastes to the forest?
18. Is there any effect of poor domestic wastes management to the community and Rau forest reserve?
19. What do you think can be done to solve the problem?
Two-Week Direct Support Model

Day 4 of Capacity Building (Skype)

Discussion Topics:
Review First Draft of Survey
Survey Logistics/Scheduling
Two-Week Direct Support Model

Survey Training Units 1-4

Draft Survey Revisions
Outline

1. Different modes of data collection
2. Advantages and disadvantages of surveys
3. Modes of survey data collection
W3: Who, What, & Why

• Crucial to have a clear idea of your goals before you conduct a survey

1) **Who** do you want to know about? (population)
2) **What** do you want to know about them? (questionnaire design)
3) **Why** do you want to know it? (goals)
Face-to-Face Surveys

Advantages
- Higher response rate
- Higher completion rate
- Observer can take notes
- Better for complex questions
- Allows for longer questionnaires

Disadvantages
- Higher costs (pay & train interviewers)
- Slower
- Interviewer effects
Two-Week Direct Support Model

Day 5 of Capacity Building (Skype)

Discussion Topics:
Review of Units 1-4
Answer / Clarify Questions
Discuss Plan for Survey Administration
Review Draft Survey Changes
Two-Week Direct Support Model

Survey Training Units 5-7

Draft Survey Revisions
Two-Week Direct Support Model

Results & Success
Email correspondence with comments on Restless Development Nepal’s SMART objectives template. Requests were made for more specific responses.

Dear Vijaya,

Thank you for your thoughtful responses to the SMART objectives template questions. This will provide the foundation for the work going forward. It is clear that this objective contributes to the overall program goals, institutional priorities, and national strategy to end child marriage!

Thank you.

Ahead of our call today, I have a few questions for you to consider and for us to then review when we have a chance to speak.

First, for the SMART objectives, we aim to be as specific as possible and to avoid vague terminology. Can you add a few more details to the following concepts:

- “Activities to gain support in the agenda” – would this be community meetings, social media awareness, school clubs, posters, radio announcements, street-based announcements, etc.?

  Explained in the template.

- “Like-minded agencies” – perhaps give examples of these potential targets and partners.

  Explained in the template.
Added Details:
1. Specific activities to gain public support
2. Specific examples of “like-minded agencies”
Questionnaire with Training only

General questions

1. Are you aware of waste disposal? Yes .......... No ..........
2. Is dumping of waste common in Rau Forest and your community? Yes ..... No.....
3. How long have you experience the problem of waste disposal?
   a. 1 – 3 years  b 4 – 6 years  c. 7 – 9 years  d. 10 years and above
Questionnaire with Training + Direct Support Consultant

General questions

5. How do you dispose of your family’s waste?
   - [ ] Pay someone to take it away
   - [ ] Burn it
   - [ ] Leaving it in a local forest
   - [ ] Leaving it by the side of the road
   - [ ] Take it to a local waste disposal facility
   - [ ] Burying trash
   - [ ] I don’t know
   - [ ] Other (Please specify): ____________________________

6. Are the following legal or illegal methods of waste disposal?
   - Paying someone to remove it
     - [ ] Legal
     - [ ] Illegal
     - [ ] Don’t know
   - Burning it
     - [ ] Legal
     - [ ] Illegal
     - [ ] Don’t know
   - Leaving it in a local forest
     - [ ] Legal
     - [ ] Illegal
     - [ ] Don’t know
   - Leaving it by the side of the road
     - [ ] Legal
     - [ ] Illegal
     - [ ] Don’t know
   - Taking it to a local waste disposal facility
     - [ ] Legal
     - [ ] Illegal
     - [ ] Don’t know
   - Burying waste
     - [ ] Legal
     - [ ] Illegal
     - [ ] Don’t know

7. If you were aware of a facility, such as a garbage dump, where you could legally dispose of waste, would you dispose of your waste there?
   - [ ] Yes
   - [ ] No
   - [ ] If it was free
   - [ ] I don’t know
   - [ ] I already do. (Where? ____________________________ )
Keys to Success

*Ongoing engagement through:*

Data that informs active CSO work

Peer-to-Peer Learning

Remote Guidance
Capacity Building Review

"Data will help us add value to the services we provide children by helping us understand the issues they face, their physical & emotional needs and turn these into meaningful stories with evidence to influence policy & decision makers."

C-SEMA (Tanzania)
Capacity Building Review

"The best part of our two week direct support is that everything we teach we apply directly to issues organizations are working on. The result has been highly energized, engaged participation throughout, which has resulted each time in substantial learning taking place.”

Ryan Winch
DataShift Capacity Builder
Capacity Building Review

"Starting from the point where they had never conducted a survey before I initially questioned how much they would take away from the course. What was amazing was that by the end not only had they designed and administered a quality survey, but I'm fully confident they could now do it again."

Ryan Winch (on work with RAU)
Capacity Building Review

"The enthusiasm they had for the program was amazing. When I'd ask for them to create several indicators they'd create a dozen, when I asked them to administer 10 surveys they did 30. What was amazing is they truly carried this enthusiasm through every day of the course and so I can confidently say they're going to be using what they learned for years to come."

Ryan Winch (on work with Shivyawata)
What do we know?

- Improved data knowledge
- Excitement to using the data
- Re-using templates and techniques
- Expanded support networks
What we don’t know

Beginning the data literacy journey?

How successful with train-the-trainer?

Maintaining quality at scale?

Demonstrate immediate and long-term positive outcomes in RCT?