



SC-IDEAL-MG-RFA-2019-01: “Using podcasts as part of a collaborative learning approach to bring about social behaviour change within the farming communities of Karamoja - a pilot study”

Monitoring and Evaluation Plan

May 2021

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Introduction

The “Using podcasts as part of a collaborative learning approach to bring about social behaviour change within the farming communities of Karamoja” project is piloting a revised social learning approach to increase specific, agricultural behaviours among smallholder farmers in Northern Uganda. Integrated with and tailored to the ongoing social and behaviour change (SBC) strategy of the Apolou Activity, it will use a series of small group learning sessions using pre-recorded audio podcasts to support acceptance of specific agricultural practices with rural farmer groups in Moroto, Karamoja. In the original proposal, four such learning groups were planned, each comprised of 7 couples from the same household, preferably including the hh head plus partner (generally a husband and wife)*. The project will build upon the social learning approach by having one family member join the head of household at each of the learning sessions. The project will use farm recording to test this enhanced collective learning approach for rural farmers.

*At the end of May 2021, this group number was increased from 4 to 5, because the record keeping activities of one of the groups were more advanced than had been anticipated, potentially affecting the quality of learning from this pilot project. This provides a total of 70 participants.

The project is to be conducted according to the milestone schedule shown below:

Milestone	Description of Milestone	Required Deliverable	Completion Date
1	Complete formative research and established required plans for implementation	<ol style="list-style-type: none">1. Formative Research Data Summary2. M&E Plan and COVID-19 Risk Reduction Protocol3. Baseline Report covering existing farmer recording knowledge/practices; assessment of literature/numeracy range; preferred thematic content and data set types, and other underlying challenges.4. Podcast and Radio Content Guidelines	June 1, 2021
2	Draft farm recording materials	<ol style="list-style-type: none">5. Collaborative Learning Plan6. Draft Farm Recording Materials, including Trainer Manual, Podcast Scripts, Farmer Record books and Key information sheets in English	July 15, 2021
3	Complete Learning Sessions and Draft Evaluation	<ol style="list-style-type: none">7. Listening Session Attendance Records8. Dissemination Plan including details for distribution of podcast and dissemination events9. Draft Evaluation Report	January 15, 2022

Milestone	Description of Milestone	Required Deliverable	Completion Date
4	Finalize Micro Grant Products and Dissemination	10. Final Farm Recording Materials including Trainer Manual, Podcast Scripts in English and Karamojong, Farmer Record books and Key information sheets 11. IDEAL Annual Report 12. Audio podcasts in English and Karamojong 13. Final Evaluation Report	March 31, 2022

This Monitoring and Evaluation Plan outlines the specific activities that will be undertaken to:

- 1) Monitor project activities that are necessary to achieve the required deliverables;
- 2) Ensure the development of a package of training resources that are suitable and relevant, by incorporating the opinions and feedback of relevant stakeholders to achieve this;
- 3) Evaluate the effectiveness of collaborative learning using podcasts to achieve the desired behaviour change of improved record keeping practices amongst participating farming hh's.

A list of the tools that will be used for the collection of data for evaluation purposes is provided in **Annex 1**. The templates of the tools that have already been developed are displayed in **Annex 2**.

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Project preparation	Ground work for kick-off of project	Permission of Government's COVID-19 task force for project to commence	Transport, supporting project/ATTA documentation where requested	ATTA	Permission granted (this is normally verbal, not in writing)	April 15 th 2021
		Introduction of project to local government and agencies	Venue, Powerpoint presentation. (centrally held, so no transport required)	ATTA with remote support from ATTI	Attendance list, weekly report	April 30 th 2021
		Formation of 5* farmer groups, each comprising 7 couples (preferably including the head of hh) = total 70* participants	Transport for field officers	ATTA	Weekly report, registration list	April 30 th 2021
	C-19 Risk Reduction protocol development	Development and implementation of guidance on: 1) social distancing of groups; 2) temperature checking of participants on arrival at sessions; 3) set up of hand washing stations, 4) delivery of masks to officers and participants; 5) awareness raising using posters 6) ongoing monitoring of information on C-19 regulations	GoU updates on COVID-19 related regulations/rules; Ministry of Health guidance; thermometers; appropriate PPE (wash stations, masks, gloves, handgel)	ATTA	C-19 Risk Reduction protocol developed; purchase of appropriate PPE	April 15 th 2021

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Formative Research Data Summary	Formative research to review existing knowledge around the use of podcasts for social learning	Desk based literature review	Reports, websites, articles	ATTI	Formative Research Document	May 31 st 2021
		Preparation of online officer questionnaire about existing record keeping practices amongst farmers with Ministry, agency and NGO officers in Karamoja	Google forms	ATTI	Questionnaire template	May 14 th 2021
		Circulation of online officer questionnaire; completion of questionnaires	Existing contact lists and membership of local online networks (eg Karamoja Google group) Mailing list	ATTA, relevant Ministry/ NGO/agency officers	Questionnaires circulated and completed	May 21 st 2021
		Analysis of completed officer questionnaires; incorporation of findings into formative research document	Retuned Google forms	ATTI, with support from ATTA	Formative Research Document	May 31 st 2021
M&E Plan	Development of M&E plan outlining processes for: 1) monitoring achievement of deliverables within the project timeframe; 2) evaluating and characterising the behaviour change of participating hh's in farm record keeping; & 3) process of feeding in M&E derived learning to the coll. learning plan	Desk based	Project documents	ATTI	M&E Plan developed	May 1 st 2021

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Baseline report	Baseline Report to evaluate 1) existing knowledge/ practices of farm recording amongst participants; 2) existing experience of/attitudes towards learning from radio/podcasts amongst participants; 3) assessment of existing numeracy/literacy skills amongst participants; 4) participants' preferred thematic content and data set types, and 5) other underlying challenges	Development of surveys		ATTI with support from ATTA	Surveys and questionnaire templates complete	April 21 st 2021
		Group surveys conducted with all 5* groups	Transport, hard copies of blank surveys, stationary; scanner (to send completed surveys to ATT)	ATTA	4 completed group surveys; weekly reports; attendance sheets	May 1 st 2021
		Individual surveys conducted with at least 5 couples per group	Transport, hard copies of blank surveys, stationary; scanner (to send completed surveys to ATT)	ATTA	At least 20 completed hh surveys; weekly reports;	May 1 st 2021
		Analysis of baseline data, follow up visits for clarity where necessary	Completed surveys; weekly reports	ATTI, with support from ATTA	Baseline report	May 31 st 2021
Podcast and Radio Content Guidelines	Short report documenting guidelines for production of pedagogical podcasts	Desk based report preparation	Existing in-house expertise	FRI	Completed guidance document	May 31 st 2021
Link to radio stations	Links with radio stations established	Podcast content structure discussed	Network links to radio stations	ATTA/ local radio stations	Summary of radio station feedback prepared	June 4 th 2021

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Collaborative Learning Plan	A detailed plan for development of content, format, timing, and location of all training sessions and supporting resources	Based on the findings of 1) the podcast/radio content guidelines; 2) the formative research; 3) farmer surveys and consultations 4) feedback from radio stations - a full learning plan shall be developed. It will be circulated to FRI, ministry /ATTA officers for feedback, and presented to the farmer groups for feedback, adjustment and finalisation	1) podcast and radio content guidelines; 2) formative research document; 3) farmer survey findings (baseline report) and consultations 4) summary of radio station feedback	ATTI, ATTA, FRI, Ministry officers; radio stations	Completed Collaborative Learning Plan	June 15 th 2021
Preparation Farm Recording Training Resources	Preparation of farm recording training resources in English	Development and finalisation of: 1) Four podcast transcripts; 2) Farmer record books; 3) Key information sheets; 4) Trainer manual	Formative research document; baseline report; radio station feedback; collaborative learning plan	ATTI, with support from ATTI and FRI	Trainer Manual Podcast scripts Farmer record books Key Information Sheet (KIS)	July 15 th 2021
	Translation of farm recording training resources to Karamojong	Translation into Karamojong of 1) Four podcast transcripts; 2) Farmer record books; 3) Key information sheets; 4) Trainer manual	Fluent English and Karamojong (K'jong) speaker; translation templates of completed farm recording training resources	Radio Station, ATTI, with support from ATTA	Karamojong versions of: Podcast scripts, Farmer record books, and KIS's	July 31 st 2021
	Recording of podcasts	4 podcasts recorded	Translated K'jong podcast scripts; K'jong speaking narrator; recording equipment	Radio Station, ATTI, with support from ATTA	Four complete podcasts in Karamojong	August 15 th 2021

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Preparation Farm Recording Training Resources (cont)	Printing of appropriate farm recording training resources	Hard copies of farm record books (80), key information sheets (80), and trainer manuals (10) printed	Farmer record books and key information sheets (Karamojong); completed trainer manual (English)	ATTA, local printing company	Printed copies of farm record books, key information sheets and trainer manuals	August 15 th 2021
Delivery of listening sessions	4 listening sessions delivered per group over two months, at fortnightly intervals	Sessions will include: 1) playing of and re-listening to podcasts using a wind-up solar radio; 2) circulation of farm record books and key information sheets ; 3) participants practice record keeping, 4) discussion and feedback; 4) where possible, podcasts downloaded to farmers' and officers' phones	Wind-up solar radios; Farmer record books and key information sheets (Karamojong); completed trainer manual (English); stationary; COVID-19 protocol/PPE;	ATTA	Listening sessions attendance sheets; Weekly reports	October 15 th 2021
Ongoing visits by Project Officer	Post-training support to participating farming hh's on farm record keeping	Field officer visits groups through the duration of the project, and makes occasional visits to individual farms, to monitor, motivate, support and engage the farmers and the members of their households with regards to farm recording.	Farmer visit plan; transport	ATTA, with support from ATTI (farm visit plan)	Weekly reports	On-going through project

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Evaluation	Evaluation of the effectiveness of the training and subsequent support in bringing about the desired behaviour change of improved farm recording amongst participating farming hh's	Preparation of resources for evaluation including: 1) Evaluation session form template; 2) Simple record book scoring systems; 3) development of feedback survey template for field officers and DAO's	Project documents	ATTI	Evaluation session form template; record book scoring systems; feedback survey template for field officers and DAO's	November 15 th 2021
		Post training informal but structured evaluation session with the farmer groups, where they can share their feedback verbally.	Evaluation session plan; venue, stationary; scanner (to return forms to ATTI)	ATTA and ministry officers	Completed evaluation session forms – submitted to ATTI	November 30 th 2021
		Review of all participants' record books (discretely, to avoid awkwardness), to assess the overall quantity and quality of data entry.	Record book scoring system; stationary; scanner (to return scores/relevant data to ATTI)	ATTA	Weekly reports; record book score data collected and submitted to ATTI	November 30 th 2021
		Randomly sample record books in detail and score quantitatively.	Detailed record book scoring system; stationary; scanner (to return scores/relevant data to ATTI)	ATTA	Weekly reports; detailed record book score data collected and submitted to ATTI	November 30 th 2021
		Gather feedback from officers working with the groups to gauge effectiveness of learning sessions/resources, highlight any problems encountered.	Feedback survey (circulated via email)	ATTI	Weekly reports; Feedback surveys completed and submitted to ATTI	November 30 th 2021

Deliverable	Description	Process/es	Resources/Tools required	Organisa-tion/s	Demonstrating Output	Due Date
Evaluation (cont.)		Record short interviews with individuals (men, women, youth) for incorporation into the radio podcasts in the future, to increase engagement.	Recording equipment	ATTA/ radio station	Recorded interviews complete	November 30 th 2021
		Preparation of evaluation report that provides qualitative feedback from the evaluation session; as well as quantitative analysis of the transference of skills learnt through the listening sessions to the farm recording books.	Completed evaluation session forms, record book score data (simple and detailed); feedback surveys and interview feedback	ATTI, with support from ATTA	Evaluation report complete	January 15 th 2022
Finalisation of Farm Recording Resources	Based on feedback from the evaluation process, finalisation of farm recording resources in English/Karamojong	Finalisation of: 1) Four podcast transcript, incorporating radio interviews with participating farming hh's; 2) farmer record books; 3) key information sheets; 4) trainer manual	Previous versions of : Podcast scripts; audio podcast recordings; farm record books; key information sheets; trainer manual; translation templates; evaluation report; recordings of interviews	ATTI, with support from ATTA and FRI	Finalised: 1) Trainer Manual; 2) Podcast scripts and recorded audio podcasts; 3) Farmer record books; 4) Key information sheet	February 15 th 2022

Deliverable	Description	Process/es	Resources/ Tools required	Organisa- tion/s	Demonstrating Output	Due Date
Dissemination	Preparation of dissemination plan including details of how all farm recording podcast scripts; recordings; farm record books; key information sheets; trainer manuals; and reports on related learning will be shared and circulated to the development community	Dissemination channels will include 1) Food Security and Nutrition Network Resource Library; 2) uploading all resources and reports onto the ATTA website; 3) advertising resources directly to NGO contacts in the region; 4) advertising resources on social media platforms, such as Twitter and Facebook 5) advertising resources via local networks, such as the Karamoja Google Group; 6) making audio podcasts available via FRI using its ULIZA platform and Barza Wire website; 7) downloading podcasts to officers'/ farmers' phones; 8) sharing finalized audio podcasts with local radio stations.	Local contact Networks;	ATTI, with support from ATTA	Dissemination Plan complete	January 15 th 2022
	Implementation of Dissemination Plan	Rollout of all resources and reports as outlined in the Dissemination Plan	Dissemination plan, contacts and networks	ATTI, with support from ATTA	Preparation of a comprehensive summary of 1) where and how the project outputs have been circulated; 2) no. downloads of podcasts to farmers'/officers' phones; 3) level of use/broadcast of the podcasts by local radio stations	February 28 th 2022

Deliverable	Description	Process/es	Resources/Tools required	Organisation/s	Demonstrating Output	Due Date
Final report	Produce final report on project outcomes and lessons learnt, in relation to collaborative learning using podcasts to bring about the desired behaviour change of improved record keeping by farming hh's in Karamoja	Preparation of final report; as well the IDEAL Annual Report	Evaluation report; weekly reports;	ATTI and ATTA	Final report	March 31 st 2022

Annex 1

M & E TOOLS TO BE USED IN THE PROJECT

Baseline

- Karamoja Agricultural Officer Survey about Farm Recording, as well as podcasts/radio learning: To understand their perceptions of how familiar farmers are with these, and how they think farmers could benefit from improved farm recording systems as well as learning via radio/podcasts **(Annex 2)**.
- Group Baseline Assessment: To gauge existing knowledge/skills about radio/podcast use; farm recording and numeracy **(Annex 2)**.
- Individual Baseline Questionnaires with household couples: As above, but provides more depth of understanding **(Annex 2)**.
- Attendance Sheets* **(Annex 2)**.
- Weekly Reports* for all officers working on the project, for the weeks they do so **(Annex 2)**.

During implementation

- Farm Recording Notebooks: The farmers will complete their notebooks after they are trained. These will be reviewed and “scored” by the field officer during the project and at the end.
- Attendance Sheets* **(Annex 2)**.
- Weekly Reports* for all officers working on the project, for the weeks they do so **(Annex 2)**.
- Farm Visit/Notebook Reports: These shall provide more detail on visits made to farmers, so that behaviour change can be recorded and quantified more closely. They shall include a simple system of reviewing the quality of farm records; as well as the farmers’ attitudes, experience and uptake of farm recording **(template to be developed)**.

Endline

- Officer Interviews: These will be conducted with the agricultural officers who have been directly involved in the training, to assess their opinion on the impact/successes/challenges of the project **(template to be developed)**.
- Group Post-Training Evaluation Session: To gauge new knowledge/skills/practices in farm recording, as well as learning from podcasts **(template to be developed)**.
- Individual Endline Questionnaires with household couples: As above but in more depth **(template to be developed)**.
- Podcast Downloads: Statistics on the download and use of podcasts saved onto SIM cards by officers and farmers.
- Development of radio programmes: Data on the adaptation of the podcasts into radio programmes, as well as how often they have been broadcast and listened to.
- Attendance Sheets* **(Annex 2)**.
- Weekly Reports* for all officers working on the project, for the weeks they do so **(Annex 2)**.

NOTES

- * Attendance sheets for all sessions, as well as weekly reports, are on-going throughout the project.

Annex 2:

Karamoja Agricultural Officer Survey about Farm Recording, as well as podcasts/radio learning

<https://forms.gle/RNDKsyuiU3iEmdct7>