Empowerment Evaluation & Eliminating Tuberculosis in India

The Resource Group for Education and Advocacy for Community Health, USAID & JSI

Fetterman & Associates
Dr. David Fetterman
November 28-29, 2022

EMPOWERMENT EVALUATION WORKSHOP TRAINING REPORT

WORKSHOP: NOVEMBER 28-29, 2020

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EXECUTIVE SUMMARY

This report highlights REACH's self-assessment or empowerment evaluation exercise. It includes the process and initial steps toward an ongoing evaluative engagement.

It includes REACH's efforts to crystalize their mission, take stock of current activities, and construct initial plans for the future to improve performance, productivity, and sustainability.

They identified a clear path ahead, ranging from continuing to create powerful advocates from the community as TB Champions to increasing their social media presence.

The next steps will include specifying additional plans for the future and monitoring progress toward their desired goals with evaluation dashboards.

EMPOWERMENT EVALUATION

REACH applied an empowerment evaluation approach to assess their performance and plan for the future. It has 3 steps: 1) crystalizing mission; 2) taking stock of current activities; and 3) planning for the future.

MISSION

REACH team members took time to record their collective view of their mission during the empowerment evaluation exercise. This exercise helped them crystalize a shared vision of what's important to them and where they want to go. (Dr. Fetterman facilitated the exercise remotely using Zoom, Google Sheets, and Google Forms.)

Step 1 MISSION
What is the mission for this group? (high-level aspirational)
Strengthen community action for TB elimination by 2025
Strengthening the quality of care and quality of service in eradicating TB from India
Community accountability towards TB elimination program
Creating powerful advocates
Engagement of PRI member/MLA and MP
Strengthaning CAF & make the visibility to district chapter
Awareness among people.
Streanthen community accountability framework to ensure quality of care and quality of service to PwTB
Big industries to adopt TB-affected community (Can be under CSR initiative)
Strengthen the Community participation in TB free
Multistakelholder engagement to promote Research and Innovation in TB to improve diagnostic services to reach the most vulnerable communities
Strengthen School education about TB
To have a TB vaccine by 2023
Strengthening demand generation and service delivery as well

TAKING STOCK: BRAINSTORM& PRIORITIZATION

After coming to a consensus about the mission, REACH brainstormed and generated a list of some of the most important activities required to accomplish organizational, programmatic, and educational goals (contributing to their mission). Then they prioritized the list of activities in terms of what the group thought was the most important to evaluate as a group from this point on in the evaluation. (Each person was given 5 "votes" to determine what they thought were the most important activities to evaluate as a group. The 10 activities with the most "votes" were selected to rate or evaluate. Rating followed prioritization.

REACH created a list of the most important activities they are engaged in that contribute to making their mission a reality. They are all interrelated and reinforcing. However, there was a rank order concerning the significance of specific activities at this point in REACH's development. The order of activities is presented below:

Prioritizing Activities To Identify Items That Align With Our Mission

List of Important Activities (Step 2a)	Total Votes	Bar Chart
creating powerful advocates from the comr	11	
Capacity building to the enrolled TB Surviv	9	
Engagement of PRI member/MLA and MP	9	
Sensitizing media people	7	
Enrolling more TB Survivors in the District	5	
Empower and engage TB survivors on their	4	
for community accountability,we maximise	4	
Big industries to adopt TB-affected commu	3	
Build up capacity of health care providers t	3	
Formation of Local Support Group & Patien	3	

TAKING STOCK: RATING AND DIALOGUE

REACH team members rated the top 10 activities on a 1 (low) to 10 (high) scale. Dr. Fetterman facilitated a discussion about the ratings by asking members of the group to share their reasoning and evidence for their ratings. The evidence provided during the discussion by each member was used to guide the development of strategies proposed in the "Plans for the Future" step.

STEP 2b RATE EFFECTIVENESS										
How well are we doing on each one of these prioritized										
Scale: 1=Terrible and 10 = Perfect	Select Emoji (anon) or Initials									
	Initials	DF	VG	GV	KK	RS	S	RR	DS	SM
Top 10 Activities (Step 2b)	Avg. Score	5.5	7.6	7.8	7.4	8.0	7.3	7.9	7.5	5.0
creating powerful advocates from the community as TB Champion	7.9	5	10	9	8	10	8	8	8	8
Engagement of PRI member/MLA and MP	7.6	6	8		9	6	10	8	8	5
Capacity building to the enrolled TB Survivors on Basics of TB, Rights based approach, importance of network, resource mobilization etc.,	7.5	7	8		9	8	10	7	8	7
Sensitizing media people	5.0	5	6		3	8	4	9	10	4
Enrolling more TB Survivors in the District Chapters	6.6	4	9		7	6	9	7	6	8
for community accountability,we maximise community awareness,finding more n more leaders like TBC	6.5	5	7	10	7	8	7	8	6	7
Empower and engage TB survivors on their rigths	6.4	6	10	5	9	8	8	7	5	5
Big industries to adopt TB-affected community (Can be under CSR initiative)	4.3	4	5	8	7		4	6	6	1
Build up capacity of health care providers through AETBC training	6.8	5	8	7	5		8	9	10	3
Use of social media to promote awarness on TB	5.3	8	5		10	10	5	10	8	2

Activities receiving high ratings (7.5 to 7.9) included:

Creating Powerful Advocates from the Community as TB Champions
Engagement of PRI member/MLA and MP
Capacity Building to the Enrolled TB Survivors on Basics of TB, Rights-based Approach, Importance of Network, and Resource Mobilization

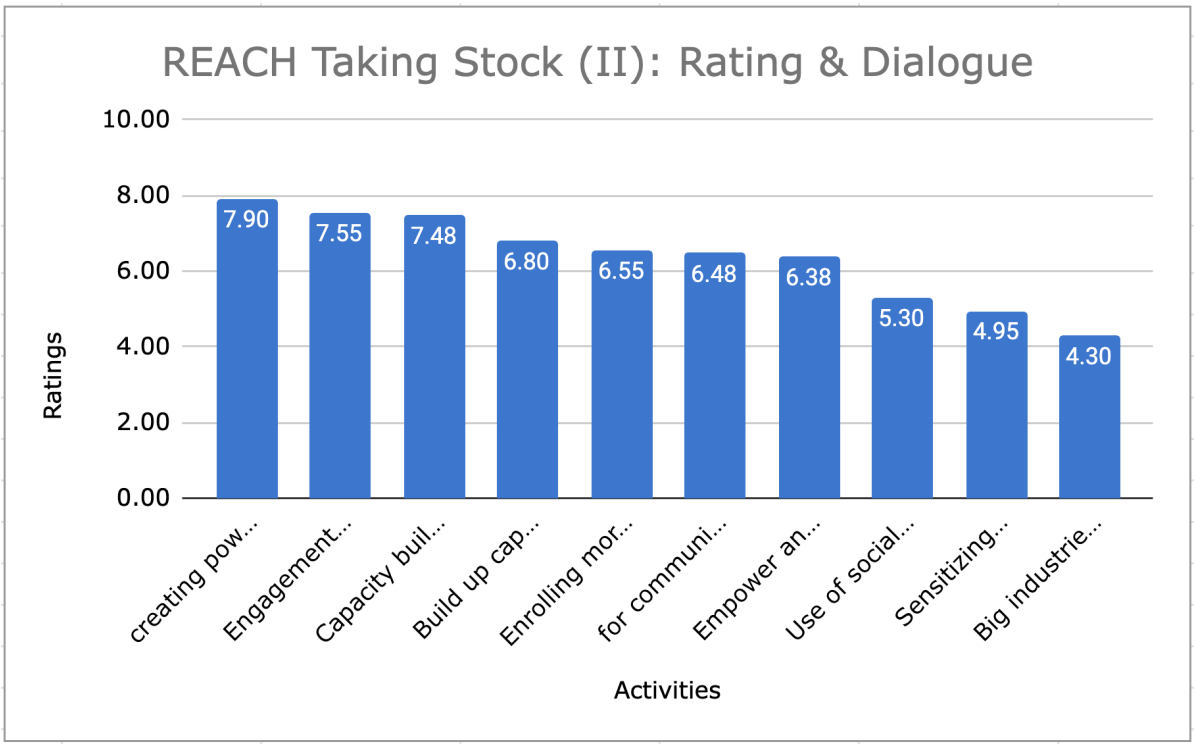
Activities receiving lower ratings (4.3 to 5.3) included :

Big Industries to Adopt TB-affected Community
Sensitizing Media People
Use of Social Media to Promote Awareness of TB

TAKING STOCK: RATING AND DIALOGUE

REACH Ratings of Activities

Use of Social Media Received a Low Rating and a Significant Amount of Time was Devoted to Discussing the Topic



PLANNING FOR THE FUTURE

REACH empowerment evaluation team members built on the "Taking Stock" step of the process by generating a "Plan for the Future." It was based on their ratings and dialogue. The first goal involved using social media to increase awareness about TB.

The primarly strategy planned to improve awareness is posting acomplishments and information about TB in social media forums, e.g. LinkedIn, Facebook, and Twitter. Evidence strategies are being implemented involve a record of monthly social media postings.

STEP 3 PLAN FOR THE FUTURE

Evidence in Step 2 during dialogue about ratings informs strategies for Step 3.

1. *Choose 3 priority topics from the first page (there is not enough time to address all 10 at one time)*
2. *Set goals, strategies and evidence*

Topic	Goals	Strategies	Evidence
Improve use of social media to increase awareness about TB	Improve use of social media	Post activities on social media	Posting on LinkedIn, Facebook, Ticktok, Twitter, etc.
Creating powerful advocates from the community as TB Champion	Use TB Champions as advocates	Meeting health staff; telling them about the challenges of TB'	Agendas, recording of meetings, self reports from TB Champions that they feel they are making a difference; Interviews/surveys with health staff to see if they are changing their views and sensitivity concerning TB issues
Capacity building to the enrolled TB Survivors on Basics of TB, Rights-based approach, importance of network, resource mobilization etc.,	Increase the number of rights based workshops	Conduct Rights-based trainings (625 or specify number of trainings per year)	Completed x number of workshops; Conducted participant satisfaction survey with workshops

Goal: Improve Use of Social Media to Increase Awareness about TB

Strategy: Post progress and accomplishments and information about TB in social media

Evidence: Social Media Postings

EVALUATION DASHBOARDS

Evaluation Dashboards Consist of Goals, Milestones, and Actual Performance.

The milestones are typically quarterly approximations of the annual goal. Progress is measured by comparing annual goals and quarterly milestones with actual performance. Baseline figures consist of last year's accomplishments.

November 28-29 Workshop Evaluation Dashboards

Actual	180	435	435	435	*Bar chart (Act/Mil)*				
Milestone	250	375	500	625	*Percent of Milestone*	72%	116%	87%	70%
Goal	625	625	625	625	*Percent of Goal*	29%	70%	70%	70%

Increase Number of Rights-based Trainings

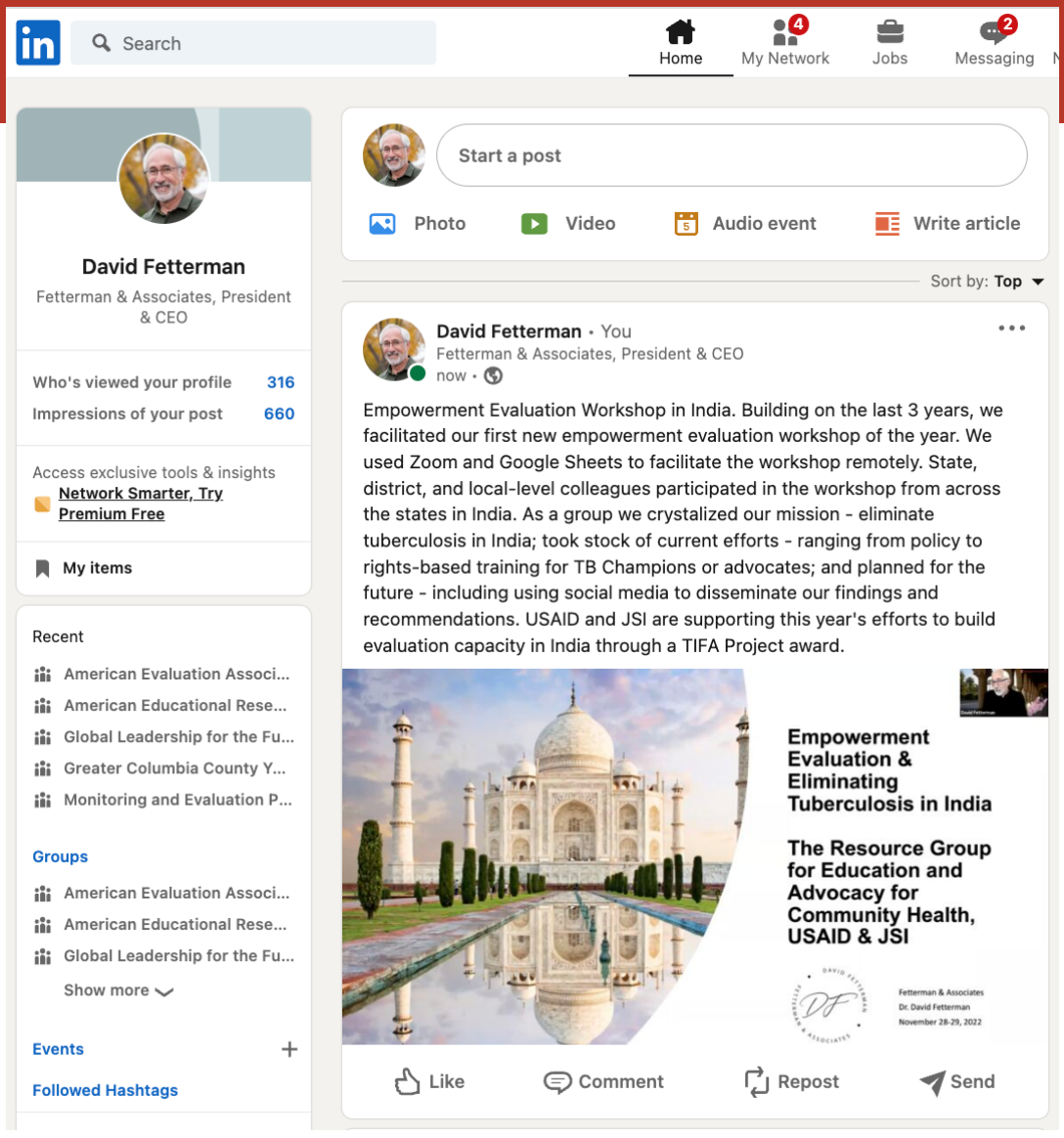
Actual	0	0	0	0	*Bar chart (Act/Mil)*				
Milestone	5	10	15	24	*Percent of Milestone*	0%	0%	0%	0%
Goal	24	24	24	24	*Percent of Goal*	0%	0%	0%	0%

Increase Number of Social Media Postings

DISSEMINATION

REACH is sharing what they are learning through various means, including reports, webinars, and social media.

For example, notices about meetings, workshops, and progress reports are summarized and posted on LinkedIn, Facebook, and Twitter.



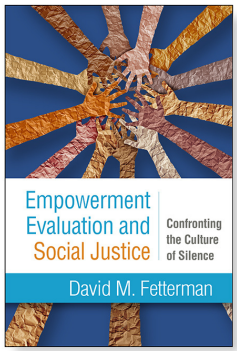
RECOMMENDATIONS

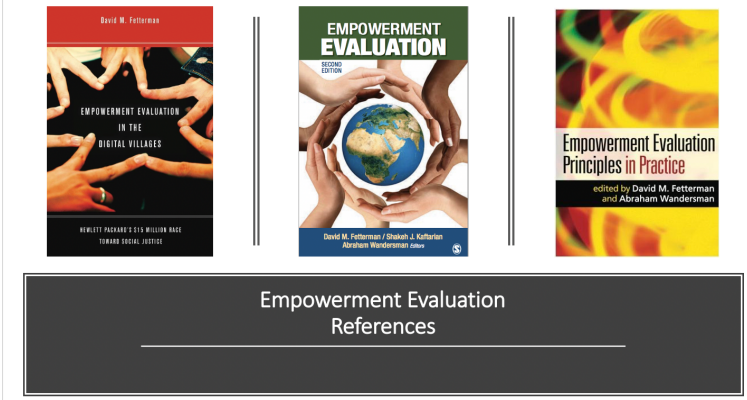
1. **Conduct 2 more empowerment evaluation training workshops**
   a. continue to provide translation services in Hindi and Tamil
2. **Conduct pre- and post-tests to determine level of empowerment evaluation knowledge acquisition and to identify areas meriting additional attention**
3. **Review and provide input concerning program implementation**
4. **Continue to disseminate information about current efforts, ranging from social media to webinars.**

Dr. David Fetterman's PRE-TEST
Empowerment Evaluation Workshop Survey

Dr. David Fetterman's POST-TEST
Empowerment Evaluation Workshop Survey

REFERENCES





Books

Fetterman, D.M. (2023). Empowerment Evaluation and Social Justice: Confronting the Culture of Silence. New York: Guilford Press.

Fetterman, D.M., Kaftarian, S., and Wandersman, A. (2015). Empowerment Evaluation: Knowledge and Tools for Self-Assessment, Evaluation Capacity Building, and Accountability. Thousand Oaks, CA: Sage.

Fetterman, D.M., Rodríguez-Campos, L., Zukoski, A.P., and Contributors. (2018). Collaborative, Participatory, and Empowerment Evaluation: Stakeholder Involvement Approaches. New York: Guilford Press.

Additional Resources

- Better Evaluation: Empowerment Evaluation
- Empowerment Evaluation: Bridging the Digital Divide in Communities of Color
- Ignite Lecture: Empowerment Evaluation 5 minutes
- Swasti Cafe Podcast Empowerment Evaluation in India