

Amplifying the perspectives of program participants: What works?



AmplioNetwork



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MEAL Officer

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Gumah Tiah

Country Director

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Project Objectives

- Strengthen **access** of caregivers and pregnant women to accurate, consistent, and engaging education on Health, WASH, and Child Protection
- **Generate demand** for essential services and community health centers
- Enhance the **capacity** of Community Health Nurses and Community Health Volunteers to deliver health education



Communication used to overcome barriers to normative & social change

SOCIAL & STRUCTURAL

- Leadership
- Resources & services
- Policies & regulations
- Guidance & protocols
- Religious & cultural values
- Gender norms
- Media & technology
- Income equity

COMMUNITY

- Leadership
- Access to information
- Social capital
- Collective efficacy

FAMILY & PEER NETWORKS

- Peer influence
- Spousal communications
- Partner & family influence
- Social support

INDIVIDUAL

- Knowledge
- Skills
- Benefits & values
- Self-efficacy
- Perceived norms
- Perceived risk
- Emotion



Why Talking Books?

- Designed for low-literate users
- Delivers hour of content
- Collects usage statistics
- Records user feedback
- An equitable, neutral technology



Runs on locally available and rechargeable batteries

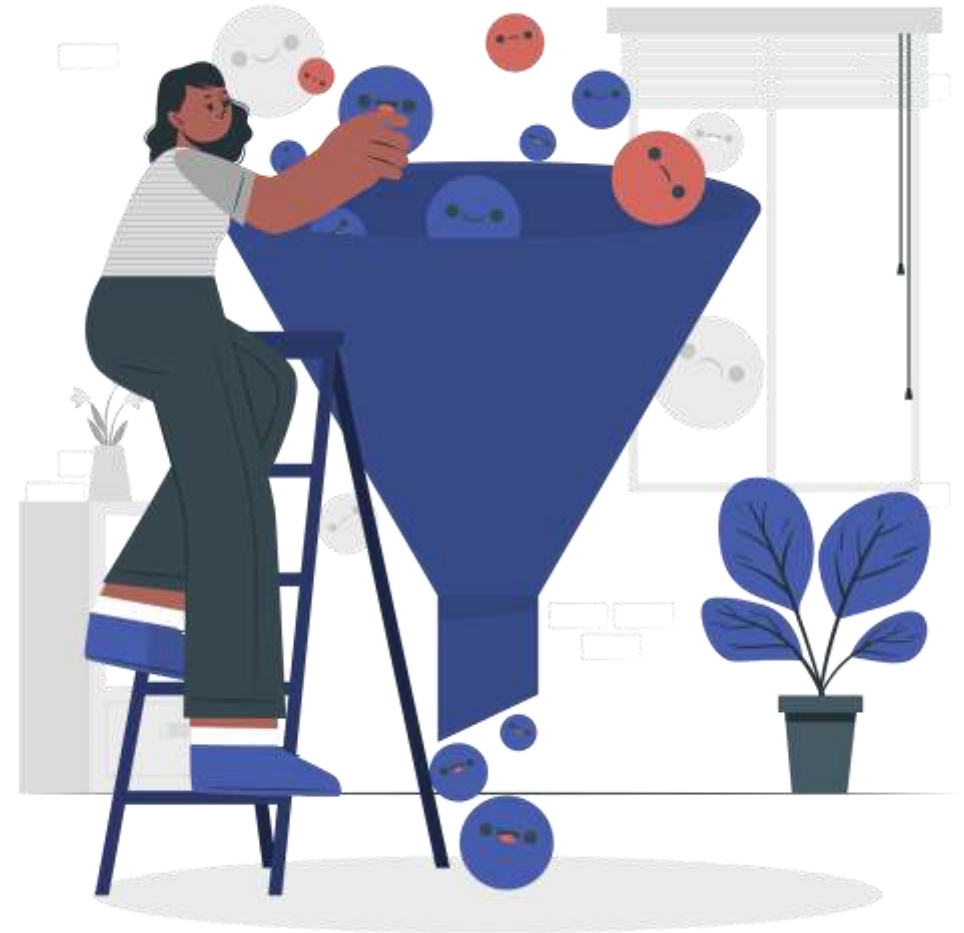
Impact Assessment Questions

- Was the program **implemented with fidelity**?
- Did community members **engage** with the messaging on the Talking Book?
- Did the Talking Book improve the **effectiveness** of the community health volunteers/workers?
- Is the Talking Book offer a scalable, efficient method for **strengthening the health system**?



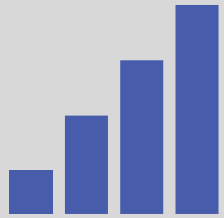
Impact Assessment Barriers

- Power dynamics
- Gender norms / discrimination
- Language barriers
- Limited resources
- Inability to detect emergent themes





Impact Assessment Data Sources



Usage
Statistics



Community
Health
Worker
Interview/KIIs

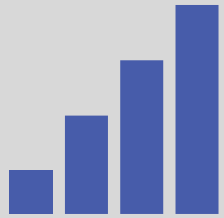


Knowledge,
Attitudes, and
Practice
(KAP)
Household
Surveys



User
Feedback

Impact Assessment Data Sources



Usage
Statistics



Community
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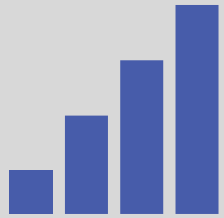


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User
Feedback

Talking Book User Feedback

- Generated when someone records their reflections on the Talking Book
- Audio recordings stored on the device until collected and uploaded to the server with the usage statistics
- A program can access the recordings to hear directly from program participants



Talking Book Facilitation

Prompted vs. unprompted

Applications in:

- Home listening
- Place-based listening
- Group sessions
- Facilitated by a field agent



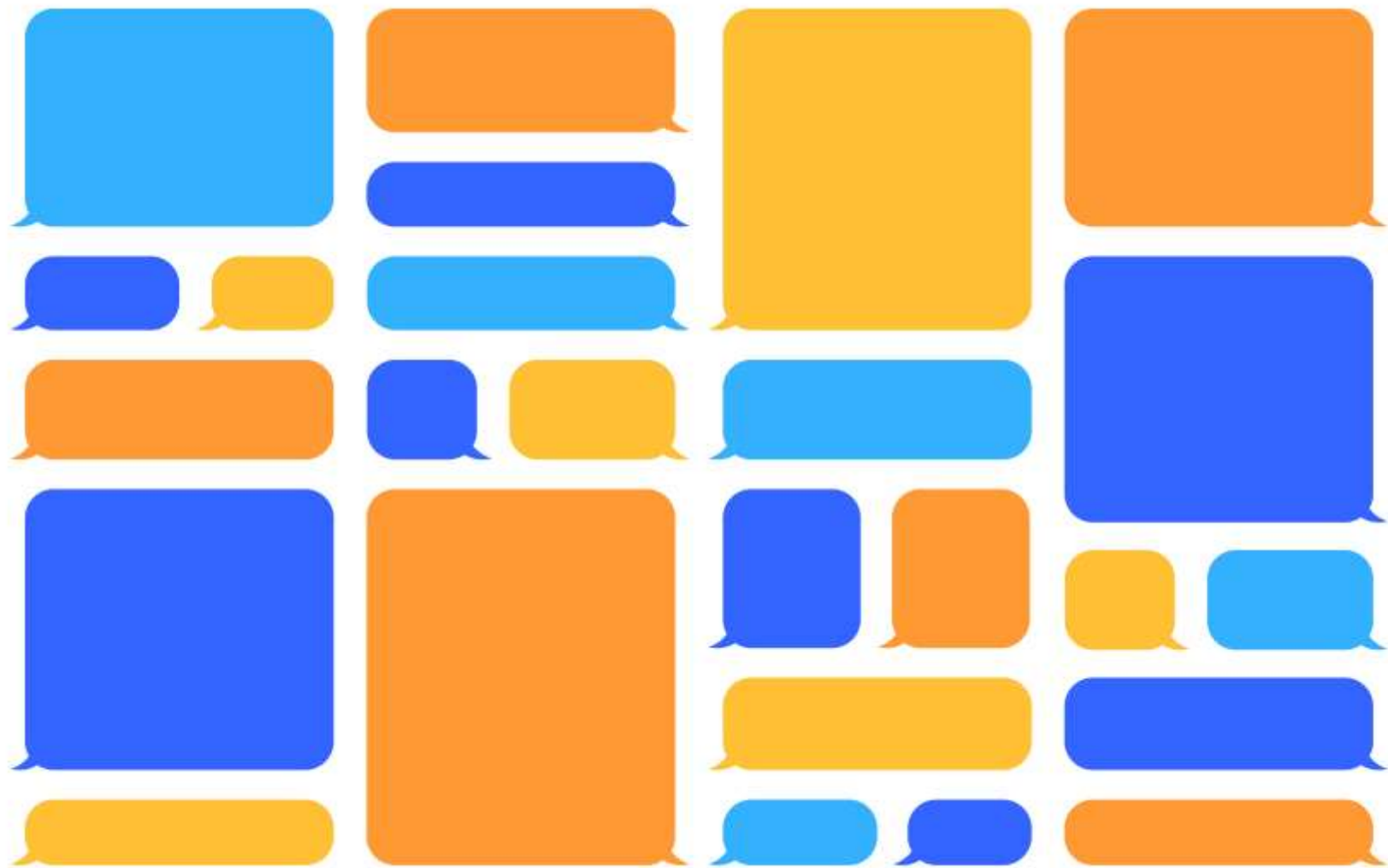


What did we hear?

You asked pregnant women to visit the hospital regularly for antenatal care services and I want to find out why? We also know that maternal care is free for pregnant women but when we go to the hospital the doctors charge us.

As part of the corporal punishment you are talking about, I am a form three pupil (JHS 3) preparing to write my final examination. But our teachers send us to their farms to work for them. And we have limited time to read and prepare for our exams. This is part of corporal punishment

I did not understand why you said girls below 18 years should not marry. What about boys who are not 18 years and are getting married? Why is the attention on girls and not both? I heard one small boy in this community got married.



Deployment

1

Language

English

[Instructions](#)**1500**

Total received

500 Analyzed by you**400** Feedback**100** Not Feedback**1000** Total Analyzed**900** Total Feedback**100** Total Not Feedback

Audio Player

Filename: Abc12345

Location: Fentigera, Leleda, Afar || Model: Group || Group: 121/4 || Last message: My goals and aspirations



0:01 / 1:49



Speed: 1 || Press "P" to pause/play

[Mark as "Not Feedback"](#)

Feedback Form

1. What were the key messages shared? Be sure to record any complaints, endorsements, suggestions or questions. (Required)

Enter text here

1. Is the person speaking an adult or child? (Optional)

- Adult
- Adolescent/Child
- Unsure

2. Is the person speaking male or female? (Optional)

- Male
- Female
- Unsure

4. Is the person speaking offering a...? (Required)

- Comment
- Complaint
- Endorsement
- Question



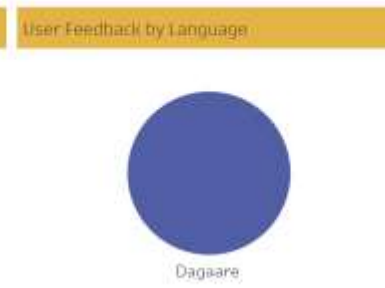
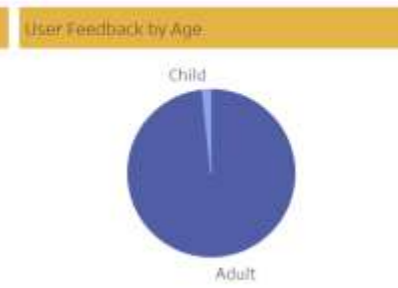
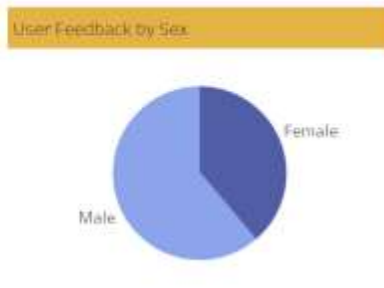
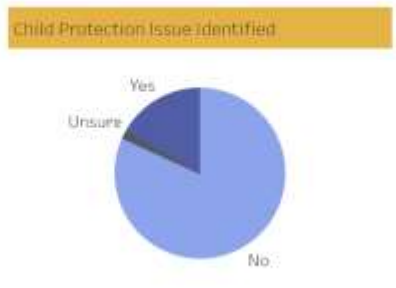
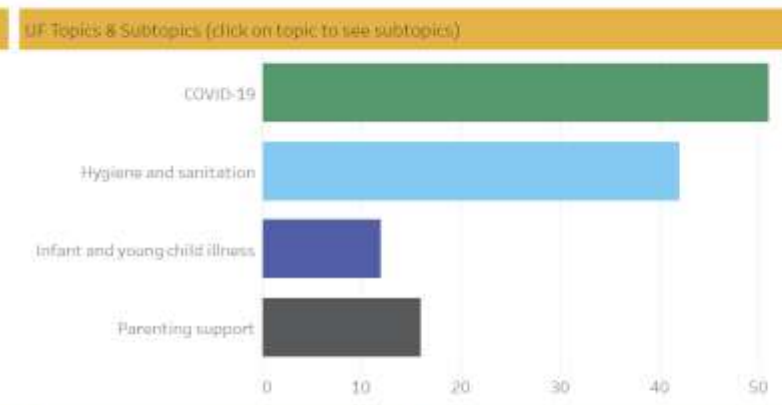
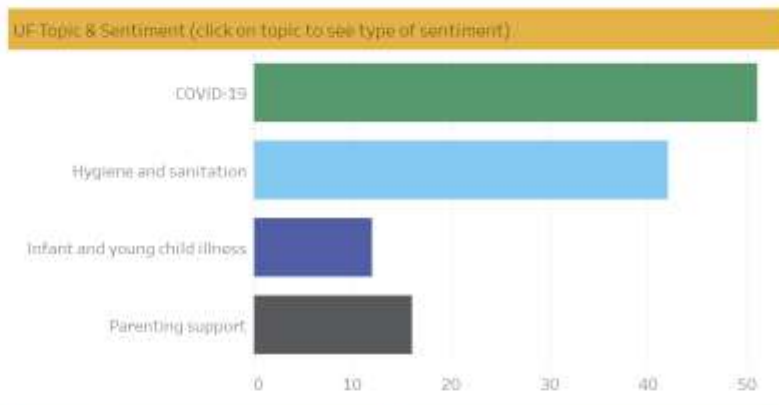
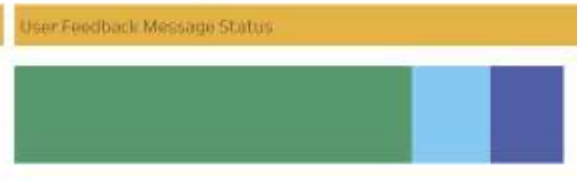
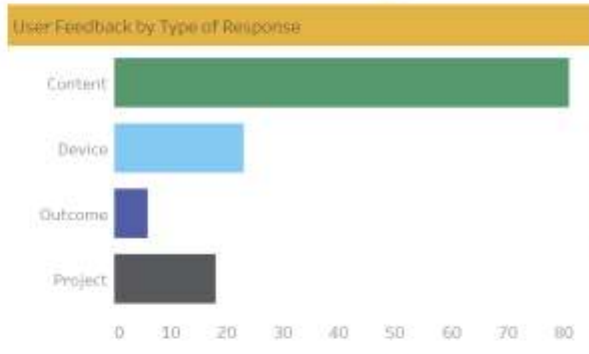
Deployment #
(All)

District
(All)

Community
(All)

Language
Dagaare

Sex
(All)



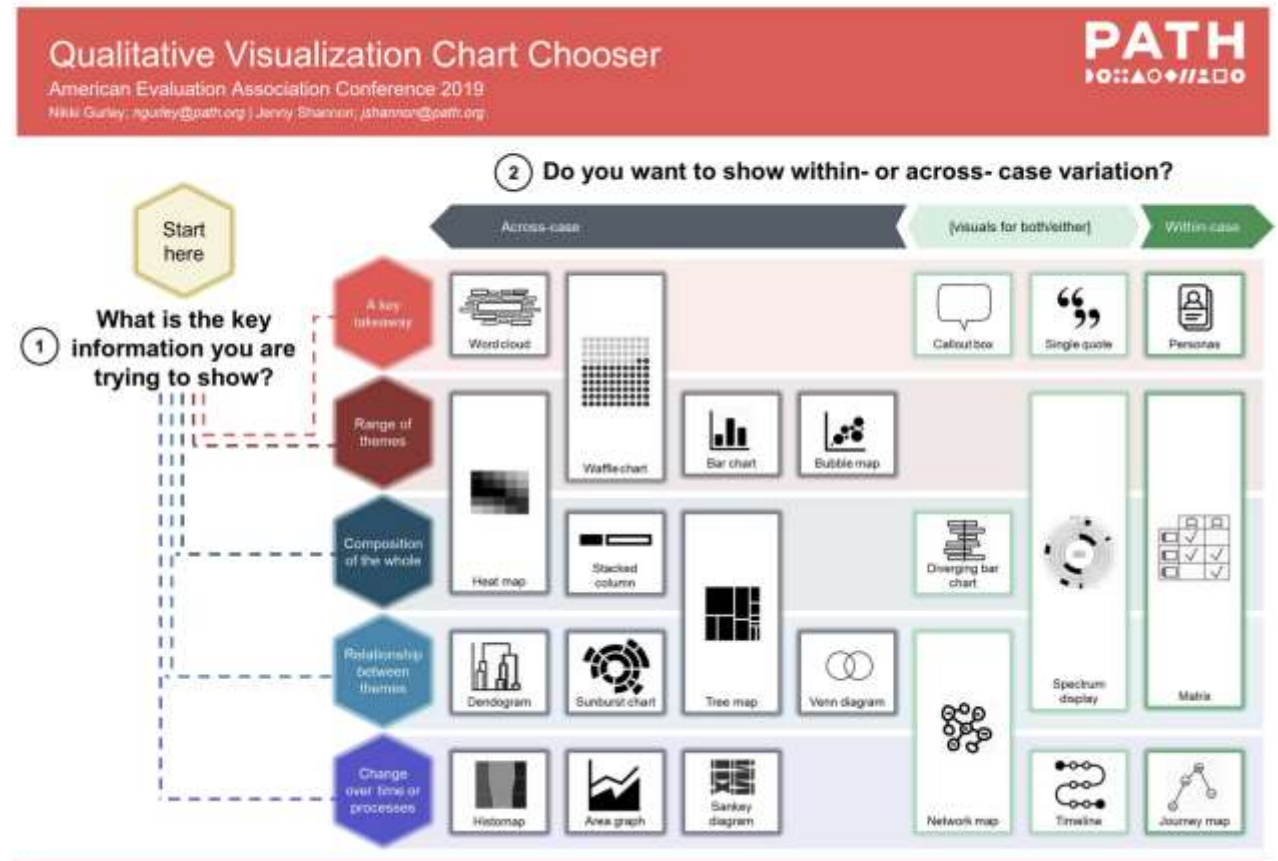
Lessons Learned

- The User Feedback function helped the assessment **overcome some barriers** of participation
 - Gender norms
 - Language
 - Geography
- Able to identify **emergent themes**
- Large quantities of qualitative data is **difficult to process** but the processing tool helped!



Next Steps

- Ongoing discussions:
 - Are we just putting another framework on this qualitative data?
 - Can AI/VR help us in the future?
- Continually work to improve visualization qualitative data
- Explore working more closely with the analysts for reporting





Thank you!

Let's continue the conversation!

Post questions and comments via chat in the IAIA22 platform.



#iaia22




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