

Evaluation of the Effectiveness of People in Need's IEC Materials in Fostering Change for Girls' Education

LEARNING BRIEF



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2 Lessons Learnt

2.1 Popularity of IEC content:

A multiple-choice survey found that posters were the most preferred content among respondents, followed by radio messages and photo messages. What can be learned from this is that visual and auditory aids are preferred by the target audience, possibly because they facilitate better understanding.

2.2 Perception of ease of understanding:

Most of the respondents (78.3%) and their family members found IEC materials easy to understand. This is a positive indicator as it indicates that the content is effectively conveying the intended messages.

2.3 Importance of IEC content:

The evaluation shows that a significant proportion of respondents (65%) consider IEC content useful or very useful in reducing social malpractices. It is effective to increase the rate of use of such materials to promote positive behavioural changes related to girls' education.

2.4 Effectiveness of IEC materials:

The evaluation provides insights into the perceived effectiveness of various IEC materials. Radio messages received the most positive response, followed by posters and street plays. On the other hand, some materials such as street plays were considered less effective by some respondents. This information helps prioritize and refine the selection of IEC materials to maximize their impact in promoting girls' education.

3 Impact

The evaluation results indicate a significant positive impact of the project on the preference for Information, Education, and Communication (IEC) materials among the target audience. Posters emerged as the most favoured medium, selected by 25.2% of respondents, closely followed by radio messages and photo messages. This demonstrates the project's success in effectively engaging the audience and increasing their interest in specific IEC materials. By tailoring the content to suit the preferences of the target population, the project has effectively strengthened its communication efforts, contributing to a more receptive audience and enhancing the overall effectiveness of the campaign.

The project's efforts have also shown remarkable success in improving understanding and comprehension of critical messages conveyed through IEC materials. A staggering 78.3% of respondents and their family members reported finding the materials easy to understand, with over half of them stating that the content was very easy to comprehend. This indicates that the project has been successful in delivering information in a clear, accessible manner, ensuring that the target audience grasps the importance of the messages being conveyed. By enhancing the clarity of information, the project has contributed significantly to fostering informed decision-making and behavioural change among the target population.

Additionally, the evaluation highlights the positive influence of the project in shaping the target audience's perception of the usefulness of IEC materials in addressing social challenges related to girls' education. A substantial 65% of respondents perceived the materials as useful or very useful in combating social malpractices. Furthermore, the research indicates that the project has succeeded in increasing awareness about critical challenges such as maternal and infant mortality, early pregnancy, and low birth weight, thereby contributing to a more informed and engaged community.

4 Sustainability

This highlights the long-term sustainability of the behaviour change and the positive impact achieved through the utilization of IEC materials. With over 85% of participants continuing to apply the knowledge and practices learned in their daily lives, the interventions have embedded lasting changes. Additionally, the effective use of radio broadcasts, reaching approximately 70% of the target audience, including illiterate and remote communities, demonstrates a robust dissemination approach that can be maintained over time. The community's increased engagement in challenging harmful practices, combined with the alignment of IEC messages with real-life challenges, ensures the relevance and enduring effectiveness of the interventions. This sustainability underscores the potential for ongoing progress in fostering positive behaviour change and combating harmful socio-cultural norms in the future.

The evaluation highlighted that IEC materials were successful in addressing harmful practices and promoting behaviour change in communities. The lessons learned from the evaluation emphasize the importance of well-designed IEC materials to drive positive social and behavioural change, particularly in areas where harmful practices persist. The project's success in fostering behavioural change and promoting girls' education provides valuable insights for future initiatives seeking to address similar challenges in the region and beyond.

"Education materials: bridges to bright futures."

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