

PEACE MESSAGING

Outcome indicator

Indicator Phrasing

INDICATOR PHRASING: % of respondents that can describe messages on peace, social cohesion, stigmatisation or inclusion that they have heard in the previous 30 days

What is its purpose?

To estimate the reach and absorption of peace messaging. Messages can be delivered through a variety of means such as radio, loudspeakers, posters, leaflets, preaching or speeches

How to Collect and Analyse the Required Data

Survey of people from within the target area. If government restrictions allow, face-to-face surveys are best. If this is not possible phone or social media surveys can be used however be aware that these may in accuracies as they are unlikely to include the most vulnerable who may not have access to such means. The survey should be representative of the section of the community that you are trying to reach.

Disaggregate by

You can disaggregate the data by means of transmission (jingle, poster, preaching etc.) as well as by social identity markers such as gender, age group, level of education or wealth as relevant.

Important Comments

Those surveyed should not only recall hearing a message but should also be able to give a very basic description of the message content or style; they may for example if it were a jingle or song be able to sing or hum the tune or if a poster describe the colours and design.