



## MID TERM EVALUATION OF *THE TEAM* IN KENYA

As a response to the effects of the post-election violence in Kenya in December 2007, Search for Common Ground (SFCG) and Media Focus on Africa (MFA) developed and produced a TV and radio drama, *The Team* – an episodic series which asks a central question: can Kenyans find ways to put the past behind them in order to have a better future? The series presents a microcosm of Kenyan society in which members of a fictional football team, who come from different ethnic groups and social classes, are challenged to overcome their fears and biases so that they can see one another as individuals not as members of “the other.” The central metaphor for the players – and for Kenya – is: If they do not cooperate, they will not score goals, and they will lose. The series sends a strong message that the sins of the past cannot be rectified by retributive violence today.

This report summarizes the key findings from the mid-term evaluation of *The Team* in Kenya, as conducted by the University of Peace under the direction of Dr. Amr Abdalla.

## THE TEAM IS REACHING A MASS AUDIENCE

- *The Team* was consistently rated among the ten most popular shows in Kenya with a viewership of 2.8 million, which translates to a 25 ratings share.
- In addition, the episodes on radio Jambo had a listenership of 270,000 Kenyans. Young males (15-35) the target demographic, represented the largest single listener group.<sup>1</sup>
- 73% of respondents reported that they watched or listened to *The Team* (39% of respondents reported that they watched all thirteen episodes of the first season).

## THE TEAM IS CHANGING ATTITUDES & THE CONFLICT DYNAMICS

- Survey participants were able to identify tribalism/tribal differences as a main issue addressed in *The Team*.
- 64% of respondents said that these issues affected them ‘very much’ (64.2%).
- 98% of respondents said that *The Team* was effective in addressing these issues. 29% stated that *The Team* was ‘very effective’ in the way that issues were addressed (29.2%). It was found that the series is effective because it resonates deeply with aspects of daily life in Kenya; stimulates learning and reflection, and changes viewpoints on certain issues; provides knowledge of how to solve some of the problems addressed; triggers subsequent movements, particularly among youth; and is effective in reaching a wide population.
- As an integral part of the project, Mobile cinema screenings were used to trigger discussions that have inspired citizens to take positive action. Participants reported that:
  - ✚ They are more open and accepting of others, particularly from other tribes;
  - ✚ The screenings and subsequent discussions helped them develop individual confidence and self-discipline and learn how to accept responsibility for their own actions;
  - ✚ The series reached a wide spectrum of people in remote areas without access to television.

Here are some reactions from radio listeners of *The Team* (sent via SMS):

*‘In addition to making me laugh, making me happy, and entertaining me, the show also educates me. I shouldn’t get involved with tribalism.’*

<sup>1</sup> Synovate. Television and Radio Programmes Analysis. 12/1/2010

*'I really enjoy the show. It teaches me to live in love and peace with all, without putting too many thoughts to their tribes.'*

## THE TEAM IS CHANGING LIVES!

The objectives of **The Team** focused on affecting change among and between citizens, civil society organizations and government agencies with regards to governance and the rule of law. The evaluation identified several cases where citizens demonstrated how they changed and/or transformed their actions and behaviors as a result of, or with the contribution of **The Team**.

The following are two examples of such cases of action and transformation at different levels of society:

Individual Transformation	Institutional Transformation
<p>Hassan Sheer is a youth who had participated in post-election violence during 2007-2008. Influenced by his peers and caught up in the moment, he had organized the looting of his neighbor's businesses. He felt remorseful after the fact and wanted to apologize to his neighbors; however at the same time, he did not have the confidence to do so and was fearful of being victimized. He began to withdraw from the other youth in the community and fell into a depression. The mobile cinema screenings provided him the safe space to share his experience with other participants. Through the screenings, he worked up the courage to confess and apologize to his neighbors. Initially they did not receive his apology well, however with persistence, he eventually asked for forgiveness, and thankfully, they granted it. He claims that <b>The Team's</b> programming changed his life, and his neighbors commented that they wished they would have had the opportunity to participate in the mobile screenings.</p>	<p>The Legal Resource Foundation (LRF) is an independent, Kenyan-based human rights organization. The coordinator of the LRF attended the mobile cinema screening of <b>The Team</b> drama and was very impressed by the approach the show takes on addressing the issues affecting the common Kenyan citizen. The coordinator was subsequently inspired to implement a similar LRF project that focused on sensitizing the public on their rights and using alternative ways to resolve conflict. To date, the LRF has trained two paralegal and five peer educators on the issues addressed in <b>The Team</b>. They are planning to conduct counseling sessions a few hours before the mobile screening sessions with the aims of attracting more youths and reaching a greater audience. The organization also plans to take <b>The Team</b> drama to different locations in the province to continue creating awareness and reach populations who suffer at the hands of social injustices and human rights abuses.</p>

## RECOMMENDATIONS

1. Consider approaches to reach out to citizens with no or little primary education.
2. Recognize the unique differences among locations and the varied effects of **The Team**.
3. Consider making a deliberate effort to include members of the government and civil society in outreach mobile cinema screenings.

Source: This document is a summary of "The Team: Kenya. Midterm Evaluation Results" by Prof. Amr Abdalla and Laurel Gaylor. A copy of this document can be acquired by contacting Nick Oatley, Director Institutional Learning at Search for Common Ground at [noatley@sfcg.org](mailto:noatley@sfcg.org)



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