



University for Peace
Universidad para la Paz



The Team: Kenya

Final Evaluation Report

March, 2012

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Table of Contents

Table of Contents

i

Premise and Assumptions of the Project

ii

Organization of the Report

iii

1. Final Evaluation Methodology

iv

2.3. The Team Impact

xiii

2.4. The Team in Electronic Media

xx

4.1.

Survey Version 1: Results Regarding The Team Themes

xxxii

4.1.1. Identity and Tribalism

xxxii

4.1.2. Corruption

xxxiii

4.1.3. Gender and Economic Divides

xxxiv

4.1.4. Unity and Teamwork

xxxiv

4.1.5. Reconciliation and Conflict Behavior

xxxv

4.1.6. Rape

xxxv

4.1.7. Mob Justice

xxxvi

4.2.

Survey Version 2: Results Regarding The Team Themes

xxxvii

Executive SummaryAs 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 a way to put the past behind them in order to have a better future? Members of the fictional football team, Imani (Faith) Football Club, who represent major ethnic groups or social classes in Kenya, are brought together and challenged to overcome their fears and biases against one another so that they can see one another as individuals not as members of “the other.” The series sends a strong message that the sins of the past cannot be rectified by retributive violence today. If democracy in Kenya is to right itself, it requires cooperative solutions and engagement from all stakeholders. Everyone must say no to violence and to the manipulative practices of the political elites. Civil Society Organizations (CSOs) have a major role to play in keeping the idea of co-existence alive as the stability of the country remains fragile. A return to violence is not far-fetched.”¹

The project was designed based on the assumption that popular culture can have an enormous impact in changing mass attitudes. A range of key issues were identified that provide a source of conflict within Kenyan society, many of which have direct links to poor governance. Developed in the months that followed the post-election violence, **the series is a metaphor about Kenyan society**. Themes include ethnic tolerance and retribution, land disputes, mob violence and police impunity, gender violence, corruption and bribery, economic and social inequalities and youth unemployment. Messages were explicitly crafted to challenge citizens at all levels of society to take responsibility for improving their lives and the lives of their fellow citizens through positive engagement with one another. Officials at all levels are encouraged to engage with and respond to the needs of their constituents and citizens are encouraged to understand not only their rights but their responsibilities in creating positive change for Kenya. Thus, the main goal of the series, **as indicated in the main objective of the log frame**, is to change the relationship between citizens and their government from one of strife to one of cooperation.

Outreach activities to support the media work, has promoted alternative, peaceful approaches to resolving these contentious societal issues and has helped shift the way that citizens and their leaders interact with the other.

The University for Peace (UPEACE) was contracted to conduct an evaluation of the impact and effectiveness of *The Team* and related outreach activities. A baseline study was conducted in April 2009 prior to airing the drama on TV².

¹ From: SFCG’s Inception Report

² Please see baseline column in the values table below.

The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009 and shortly after on Radio Jambo. In addition to airing the drama on TV and radio and streaming the radio show via the website, a mobile cinema screening campaign was carried out between June and November 2009 in several regions of Kenya targeting youth in areas that were most afflicted by the post-election violence. In January-February 2010 UPEACE conducted a midterm evaluation³ to assess the effectiveness and emerging impact of *The Team* and the multi-dimensional approach implemented by the producers. In February 2010, *The Team* was aired for its second season, and in July 2011 the third season was aired. The final evaluation was carried out in September 2011 while the last episodes of the third season, and the last of the outreach activities, were underway. *A Logframe-driven, multi-method evaluation was conducted using a combination of quantitative surveys, case studies and focus groups.*

The main question that such evaluation is developed to answer is: *To what extent can The Team take credit for much of the positive changes discussed in this final evaluation report? How can we establish with certainty that The Team caused, or contributed to, such constructive attitudinal and behavioral changes?* There are several aspects to this question, and its response, based on actual data.

First, the Logframe design, which was reviewed in the spring of 2011⁴ and forms the basis for the evaluation, and the evaluation plan had to be coordinated in ways that allowed for measuring the causal or contribution link between achieving the Logframe objectives and indicators, and the actual activities and processes of *The Team*. This was reflected in the design of several evaluation methods which were tailored around the Logframe objectives and indicators. The Logframe for this project was action-oriented; it was not content with only knowledge and attitude changes. This orientation dictated that the evaluation process seeks such actions and their link to *The Team*. For example, the case study approach which was to identify specific cases of action and transformation, specifically searched for a direct answer to the question of how much *The Team* contributed to such actions. It was not enough for the evaluators to detect cases of positive actions by citizens and organizations. The deeper investigation with all case studies was related to the degree to which *The Team* contributed to initiating and shaping such actions. As has been seen with the final evaluation and also at the midterm stage, especially the outreach activities led often to the proliferation of citizen, community and organizational actions. Youth formed football teams across tribal lines, following *The Team*'s model; schools introduced *The Team* facilitation model into their extracurricular activities; the

³ Please see evaluation column in the values table below.

⁴ The baseline/midterm values and final evaluation values take this review into account.

7th of August Memorial Park incorporated *The Team* model into its educational activities; community members formed reconciliation teams to help displaced citizens return back home.

In all these cases, direct links were established between *The Team* as a TV drama, its outreach activities, especially mobile cinema screenings, and the actual actions on the ground. Main objectives in the Logframe aimed at making “citizens become more effective at engaging constructively on governance issues at local level through increased knowledge and skills of collaborative problem solving,” and to see “strengthened capacity of partner CSOs to address governance issues in innovative ways.” The case studies discussed in this final evaluation report and in the midterm evaluation demonstrate that *The Team* succeeded in achieving such objectives due to its inspiring, relevant and constructive messages and processes.

Second, the public survey was developed to measure specific changes to citizens’ awareness, knowledge and attitudes on issues specified in the Logframe. The challenge was to develop the survey in ways that would allow for measuring with confidence the extent to which *The Team* actually contributed to specific changes. Two approaches were used:

- 1) First, the survey included specific questions which measured certain indicators developed in the Logframe, and directly asked participants if changes to these indicators were attributed to *The Team* drama or its activities. This was possible only with the final survey after survey participants had a chance to receive a sufficient dosage of *The Team*.
- 2) The second approach was based on isolating the survey results for those who watched *The Team* regularly, and compare them to responses from the baseline and midterm surveys.

Both approaches produced outstanding results confirming, with statistical significance, that *The Team* indeed contributed to positive changes in respondents’ awareness, knowledge and attitude changes. The consistently significant differences between those who watched the drama regularly and those who did not on most statements such as “I worked with people from other tribes on community issues,” “I made positive changes to the way I deal with other citizens,” “I made requests to local officials for services,” “I can solve inter-tribal problems more efficiently,” and “I am familiar with my rights as a citizen” proved this point. This was especially validated as those who watched the drama clearly rated the change and attributed them to *The Team*.

Further, there were highly consistent results for the comparisons between those who reported at the final survey that they watched the drama regularly, and all respondents from previous surveys, on the following Logframe indicators:

- Respondent’s ability to cooperate with other citizens, civil society and government on issues addressed in *The Team*
- Respondent’s ability to solve problems around issues addressed in *The Team*
- Respondent’s understanding of human rights regarding issues addressed in *The Team*
- Respondent’s ability to claim rights with respect to issues addressed in *The Team*

For each of these indicators, the regular viewers of *The Team* significantly demonstrated more positive attitudes compared to respondents from earlier surveys, and compared to those who did not watch the drama at all or watched irregularly. The consistent statistically significant differences, always in favor of those who watched the drama regularly, provide a powerful evidence that the effect of *The Team* on such attitudes is real.

In this regard, it is important to mention that these same statistical tests showed that while the attitude about “responsiveness of government officials relating to issues addressed in *The Team*” has also changed positively in the final survey, that change seemed to cut across all groups of viewers and non-viewers of *The Team*. This means that there is no clear evidence that *The Team* contributed to such positive change in citizens’ attitudes about government’s responsiveness. The results here suggest that the views of citizens about government’s responsiveness have improved, but there is no clear attribution to *The Team* from this research’s standpoint.

In conclusion, the following are the main outcomes of this final evaluation:

1. *The Team* succeeded to a great extent in achieving the Logframe objectives on knowledge, awareness, attitudinal and action levels.
2. The success of *The Team* applied to citizens, community groups, and civil society organizations.
3. The dosage of watching⁵ *The Team* was the strongest predictor of attitudinal changes as expected with the Logframe.
4. Although the research proved an improvement in citizens’ views of governments’ responsiveness to issues addressed in *The Team*, there is no evidence that such improvement could be attributed to *The Team*.

⁵ Three seasons of more than 10 episodes each.

5. The success regarding attitudinal changes was well proven qualitatively, quantitatively and statistically according to this research.
6. The success regarding actions by citizens, community groups and civil society was measured qualitatively, with sufficient spread across all regions where *The Team* activities took place.
7. Outreach activities, especially mobile cinema screenings, contributed directly to achieving the Logframe's action objectives. It is not evident from this research whether the drama by itself could have led to generating actions at citizen, community and civil society levels.

Values Table for the Kenya Logframe

	KENYA INDICATORS	Baseline Values	Citizen Survey during Mobile Cinema Screenings	Mid-term values	Final Evaluation
GOAL					
1. The engagement and actions of citizens with one another and with officials on issues concerning governance, contribute to making both citizens and governments more capable, accountable and responsive to one another in order that democratic processes progress.	<ul style="list-style-type: none"> • 1.1 Number of citizen actions, to engage with one another, and with the government on any of the themes addressed in <i>The Team</i> and dealt with in the outreach activities. • 1.2 Evidence of improved responsiveness by local government officials to the issues raised by local communities related to the themes in the Team and in outreach activities. 	<p>4.58 (average for all themes on a scale of 1-10 with 1=not at all and 10=very much)</p> <p>3.21 (average for all themes on the same scale above)</p>	<p>4.72</p> <p>4.85</p>	<p>7.54</p> <p>4.74</p>	<p>8.11</p> <p>6.04</p>
PURPOSE					
2. Citizens have increased skills and knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.	2.1. % increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in <i>The Team</i> and addressed in the outreach activities	2.85, 3.30 and 2.78 (averages for a proxy indicators related to handling conflicts- seek a neutral third party, negotiate with the other, and forgive and forget, respectively-on a scale of 1-4, with 1=not at all and 4=often)	6.50 Average on a scale of 1-10 with 1=not at all and 10=very much)	7.09	7.73

<p>ACCOUNTABILITY</p> <p>3. Enhanced awareness and attitudes of viewers of <i>The Team</i> about the possibilities and responsibilities regarding their tribal and national identities.</p>	<p>3.1. % of viewers interviewed and/or outreach participants who demonstrate a desire to improve tribal and local relations, linked to viewing <i>The Team</i> and participation in outreach activities</p>	<p>3.12 (average for a proxy question assessing the statement: “Together everyone achieves more” on a scale of 1-4, with 1=not at all and 4=often)</p>	<p>8.54 average on a scale of 1-10 with 1=not at all and 10=very much)</p>	<p>9.24</p>	<p>9.17</p>
<p>ACCOUNTABILITY</p> <p>4. Officials, who have watched/ listened to <i>The Team</i>, have increased respect for HR and the rule of law</p>	<p>4.1 % of officials’ interviewed who demonstrate their respect for human rights and the rule of law, for victims of rape, police impunity, class and gender divide, and who can link it to viewing <i>The Team</i> and/or involvement in outreach activities</p>	<p>Victims of rape: 2.25 Police impunity: 4.65 Class divide: 2.33 Gender divide: 2.63 Averages reported by key informants for local government responsiveness to these themes, on a scale of 1-10 with 1=not at all and 10=very much</p>		<p>Will be reported on in the final evaluation</p>	<p>Unable to collect this information quantitatively</p>

<p>ACCOUNTABILITY</p> <p>5. Citizens perceive their governments to be more respectful of HR and the rule of law</p>	<p>5.1 % increase among the general viewing population of their perceived understanding of human rights and their ability to claim rights for victims of rape, police impunity, ethnic/tribal, gender discrimination and mob violence, linked to viewing The Team and participation in outreach activities.</p>	<p>Rights of victims of rape: 71% reported that they were not treated fairly in the court system</p> <p>Police impunity: 3.33 and 4.65 are averages reported in interviews, respectively, on citizen/community/government involvement, and local government responsiveness, on a scale of 1-10 with 1=not at all and 10=very much</p> <p>Ethnic/tribal discrimination: 7.0 and 3.5 are averages reported in interviews, respectively, on citizen/community/government involvement, and local government responsiveness, on a scale of 1-10 with 1=not at all and 10=very much</p> <p>Gender discrimination: 3.1 average of perceived discrimination against women in various areas, on a scale of 1-4 with</p>	<p>7.04</p> <p>5.64</p> <p>6.50</p> <p>7.41</p>	<p>7.78</p> <p>7.20, 7.01 (average of responses to questions related to understanding and ability to claim rights regarding the rule of law)</p> <p>7.89, 7.43</p> <p>8.03, 7.72</p>	<p>8.27</p> <p>9.17, 7.70 (average of responses to questions related to understanding and ability to claim rights regarding the rule of law)</p> <p>7.99, 8.21</p> <p>8.67, 8.45</p>

<p>ACCOUNTABILITY</p> <p>6. Strengthened capacity of partner CSOs to address governance issues in innovative ways</p>	<p>6.1 Increase in the number and types of actions taken by partner CSOs to address the themes addressed by <i>The Team</i></p> <p>6.2 Number of partner CSOs – including partner media outfits- who can showcase how they have addressed the themes highlighted in <i>The Team</i> on behalf of citizens (# of case studies disaggregated by type of CSO and location)</p> <p>6.3 % increase of citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by <i>The Team</i> and issues addressed by the outreach activities.</p>	<p>26 actions reported by 13 civil society organizations (out of 18 interviewed)</p> <p>Currently being collected as part of the outreach activities evaluation</p> <p>Currently being collected as part of the outreach activities evaluation</p>		<p>Will be reported on in the final evaluation</p> <p>Please see cases of Action and Transformation related to The National Secretariat Committee on Peacebuilding and Conflict Management and PeaceNet</p> <p>Will be reported on in the final evaluation (although the entire midterm report is about the effects of SFCG and MFA)</p>	<p>Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot verify this quantitatively.</p> <p>Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot verify this quantitatively.</p> <p>Qualitative measures demonstrate that the few cases reviewed showed improved practices. But we cannot</p>
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<p>RESPONSIVENESS</p> <p>7. Citizens work with local officials on issues addressed in <i>The Team</i> and outreach activities</p>	<p>7.1% increase among viewers of <i>The Team</i> who report enhanced responsiveness by government officials to cases of rape, police impunity, ethnic/tribal and gender discrimination</p>	<p>Currently being collected from viewers as part of the outreach activities evaluation. The results for interviewed government and civil society officials were presented above for indicators 1.1 and 1.2</p>	<p>Rape: 5.29</p> <p>Police Impunity: 3.49</p> <p>Ethnic/tribal relations: 4.37</p> <p>Gender discrimination: 5.83</p> <p>All on a scale of 1-10 with 1=not at all and 10=very much</p>	<p>5.27</p> <p>4.90 (average for Rule of Law)</p> <p>4.51</p> <p>5.70</p>	<p>6.78</p> <p>5.94 (average for Rule of Law)</p> <p>6.16</p> <p>6.89</p>
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Background

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), with support from DFID and USAID, developed and produced a TV and radio drama, *The Team*- a series which “asks a central question: can Kenyans find a way to put the past behind them in order to have a better future? Members of the fictional football team, Imani (Faith) Football Club, who represent major ethnic groups or social classes in Kenya, are brought together and challenged to overcome their fears and biases against one another so that they can see one another as individuals not as members of “the other.” The series sends a strong message that the sins of the past cannot be rectified by retributive violence today. If democracy in Kenya is to right itself, it requires cooperative solutions and engagement from all stakeholders. Everyone must say no to violence and to the manipulative practices of the political elites. Civil Society Organizations (CSOs) have a major role to play in keeping the idea of co-existence alive as the stability of the country remains fragile. A return to violence is not far-fetched.”⁶

The University for Peace (UPEACE) was contracted to conduct an evaluation of the impact and effectiveness of *The Team* in addressing the themes it presented. A team led by Dr. Amr Abdalla and eight Kenyan researchers- graduates of peace and conflict studies in the University of Nairobi- conducted all aspects of the evaluation. A baseline study was conducted in April 2009 prior to airing the drama on TV. The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009 and shortly after on Radio Jambo. In addition to airing the drama on TV and radio and streaming the radio show via the website, a mobile cinema screening campaign was carried out between June and November 2009 in several regions of Kenya targeting youth in areas that were most afflicted by the post-election violence. In January-February 2010 UPEACE conducted a midterm evaluation to assess the effectiveness and emerging impact of *The Team* and the multi-dimensional approach implemented by the producers. In February 2010, *The Team* was aired for its second season, in July 2011 the third season was aired. The final evaluation was carried out in September 2011 while the last episodes of the third season, and the last of the outreach activities, were underway. Activities for the 3rd season and as well as this document were made possible by the Kenyan Ministry of Justice and National Cohesion and Constitutional Affairs Non-State Actors Programme and the EU.

⁶ From: SFCG’s Inception Report

This report includes the results of the final evaluation. The report focuses on the extent to which *The Team* has contributed to peacebuilding efforts in Kenya by addressing sources of the conflict. The report shows how the public has received it, and what effects it has had on the viewers and on those taking part in related activities such as mobile cinema screenings. The report also provides information on the extent to which the drama and its related activities contributed to positive actions or changes among and *between* citizens, civil society and governmental agencies.

Premise and Assumptions of the Project

The design and objectives of *The Team*, as laid out in the updated Logframe (please see Appendix 1), aim to effect change at different levels of the society. This project, unlike many other media-based projects, stretches its ambition beyond effecting changes in the realms of knowledge, attitudes and perceptions, to triggering transformation through actions which would reflect the values presented in the show.

The anticipated change at the levels of action and transformation is expected to be accomplished with citizens, civil society and government agencies with the purpose of improving governance (in a broad sense) and the rule of law. The project utilizes a multi-pronged approach to achieve these objectives. These include the airing of *The Team* to a wide audience via TV and radio, and conducting a combination of screenings and facilitated discussions with targeted audience in various locations (mobile cinema screenings).

Accordingly, the evaluation effort with this project strives to measure the effectiveness and impact of the various methods used in effecting change at all levels: knowledge, attitude, perception, action and transformation. At the same time, the evaluation effort assesses the process used- both the TV/radio show-, and the mobile cinema screenings to determine their ability to contribute to such changes.

These programmatic premises are built upon certain assumptions about social change. One assumption inherent in the various themes of *The Team* is that Kenyans have succeeded for almost half a century to live relatively harmoniously and peacefully since independence in the 1960's. The disruption and violence of 2007 inflicted damage and a heavy toll on everyone. *The Team* provides alternatives to the violence and hatred of 2007 and the ensuing period by building on the solid pattern of peaceful coexistence of the past half a century, while exploring deeply the causes of disruption and violence, and offering approaches for prevention, resolution and transformation. The use of a drama that resonates with the life of most Kenyans, their hopes and their fear, offers something more than theoretical abstract concepts of prevention, resolution and transformation. Instead, by depicting real life situations which people can relate to, *The Team* offers practical and realistic models of action at the citizen, civil society and government levels which inspire

viewers and participants in mobile cinema screenings to act in ways that would lead to rebuilding the society on the foundation of good governance and rule of law. This is possible, it is assumed, because of the presence of a long, recent, pattern of peaceful coexistence which people can relate to, coupled with the message of changing the way citizens engage with one another by transforming the relationships between people and institutions from one of conflict to one of cooperation.

In other words, the design and aspirations of *The Team* in Kenya may be replicable in other societies with a similar pattern, but may require adjustments both to the design and aspirations in the absence of a recent pattern of peaceful coexistence.

Organization of the Report

The focus of this final evaluation report is on the impact and effectiveness of *The Team* in achieving its objectives as specified in the Logframe. In order to achieve this, the researchers developed a “dosage” scale to determine the degree of exposure to *The Team*. Accordingly, several analyses will be discussed which will focus on the relation between the dosage of exposure to *The Team* and changes in attitudes and behaviors specified in the Logframe. Such analyses will take into consideration demographic factors such as age, gender, location, and education.

The first section of this report focuses on the methodology used with the final evaluation. The second section discusses the viewer and listener patterns and the impact of *The Team* as evident from the results of specific impact questions which were introduced with the final evaluation survey, and qualitative results from the focus group discussions. The third section includes specific case studies which represent actions taken by citizens and organizations as a result of engaging with Team, especially its outreach activities. The fourth section includes the quantitative data from the three survey versions (baseline, mid-term and final). Finally, the report concludes with a discussion and conclusions section.

Throughout the sections of the report the Logframe objectives will be highlighted in order to demonstrate the extent to which its objectives have been met. The Logframe Objectives have guided the effort of this project and its associated evaluation. As the results will show, *The Team* has succeeded in achieving several of these objectives at this final evaluation point, as evident from various quantitative and qualitative results. Appendix 1 includes the baseline, midterm and final value tables related to the Logframe.

1. Final Evaluation Methodology

The Final evaluation was based on five dimensions:

1. A comparative research between baseline, midterm and final evaluation data. For this, the research included a repeat of a public survey using a similar methodology and variables. However specific additional impact variables were added to the final survey to determine the extent to which those who watched *The Team* more regularly may have changed their attitudes and behaviors compared to others (as explained in #2 below).
2. A comparative research between citizens based on *The Team* “Dosage” they were exposed to. In other words, a comparison was conducted between:
 - a. Those who watched or listened to all episodes;
 - b. Those who watched or listened to most episodes;
 - c. Those who watched or listened to some episodes;
 - d. Those who watched or listened to a small number of episodes; and,
 - e. Those who did not know, watch or listen to the drama.
3. A case study approach to document specific actions that citizens and/or organizations are taking to address issues represented in *The Team*.
4. Content analysis of messages sent to *The Team*'s website.
5. Focus Groups to assess the impact of the drama on citizens' actions as expected with the Logframe objectives.

For further details of the methodology please go to Appendix 2.

2. Viewer and Listener Patterns and Impact of *The Team*

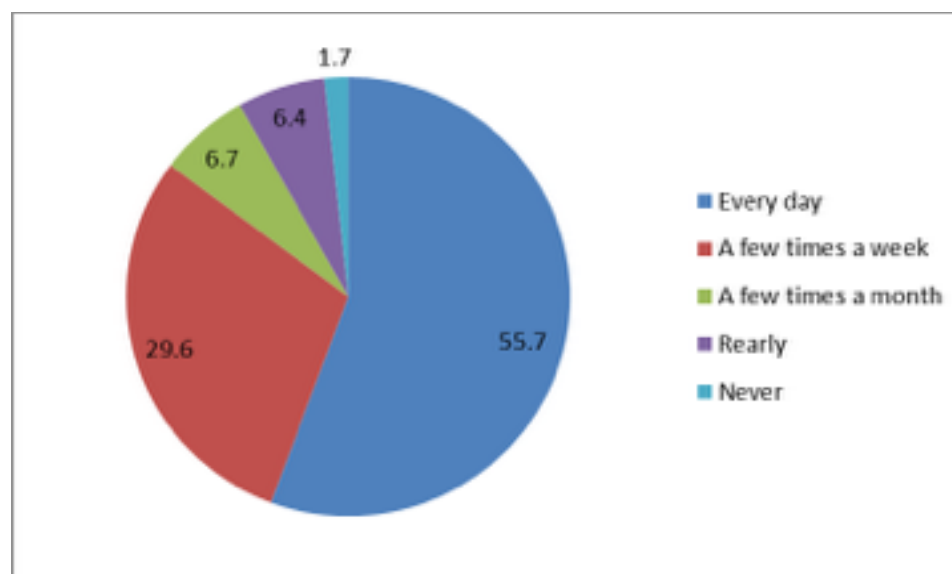
This section includes results related to patterns of viewing and watching *The Team*, its effectiveness as a media program in addressing a variety of issues, and its impact on citizen regarding specific attitude and action changes as expected with the Logframe.

2.1. Viewing and Listening to *The Team*

It was a central objective of the project to reach a wide audience. The three versions of the public survey included questions about citizens' patterns of viewing TV and listening to radio, the extent of watching or listening to *The Team*, and their perceptions about the relevance of its themes and its effectiveness in addressing them. The results of the final survey showed that more than half of the survey respondents watched TV everyday (55.7%) and another quarter (29.6%) watched a few times a week. About 53% listened to radio every day and 25% listened a few times a week.

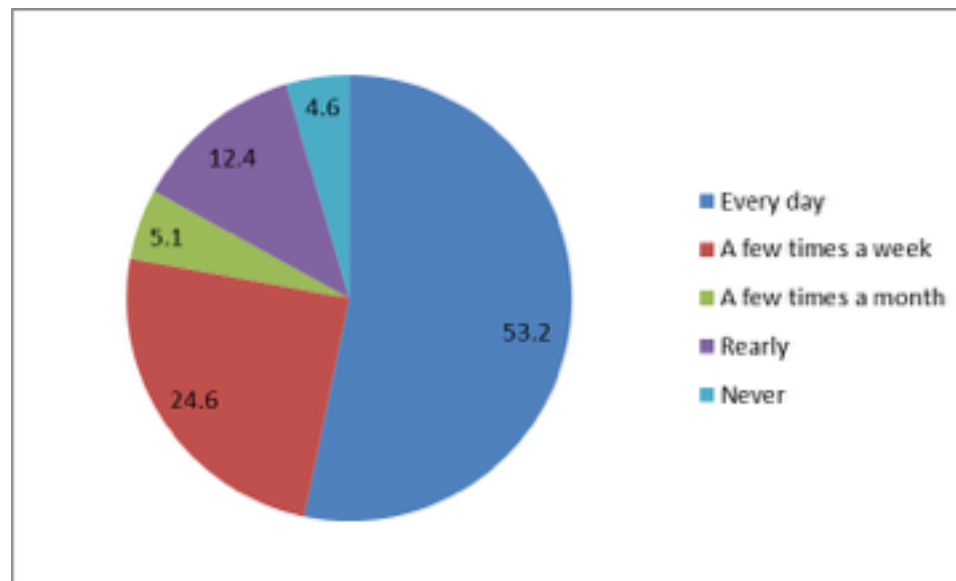
Pattern of Watching TV

(N=406)



Pattern of Listening to Radio

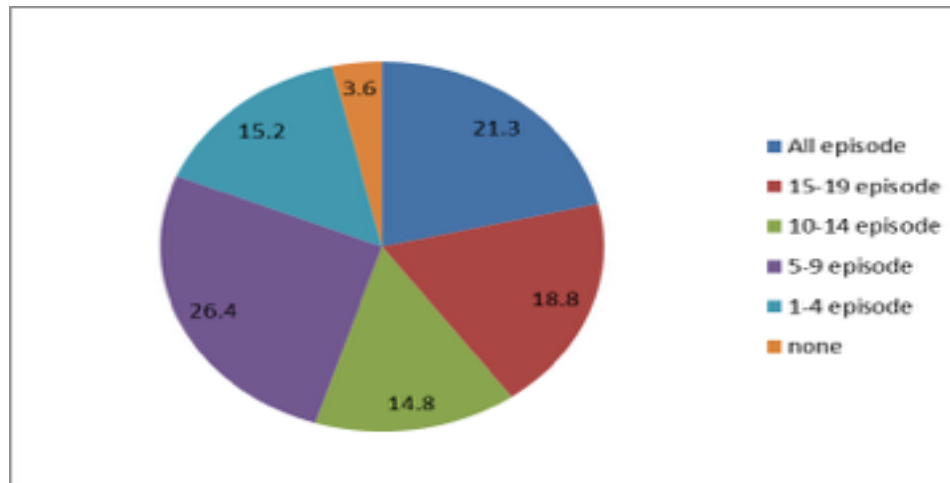
(N=370)



A vast majority of respondents (73%) reported that they watched or listened to *The Team*. In terms of frequency of watching *The Team*, 21.3% of respondents reported that they watched all episodes over the past 15 months; 18.8% watched 15-19 episodes, 14.8% watched 10-14 episodes, 26.4% watched 5-9 episodes, and 15.2% watched 1-4 episodes. This means that 54.9% of survey respondents watched at least ten of *The Team* episodes. The percentage of those who reported listening to at least ten of *The Team* episodes stood at 23.9.

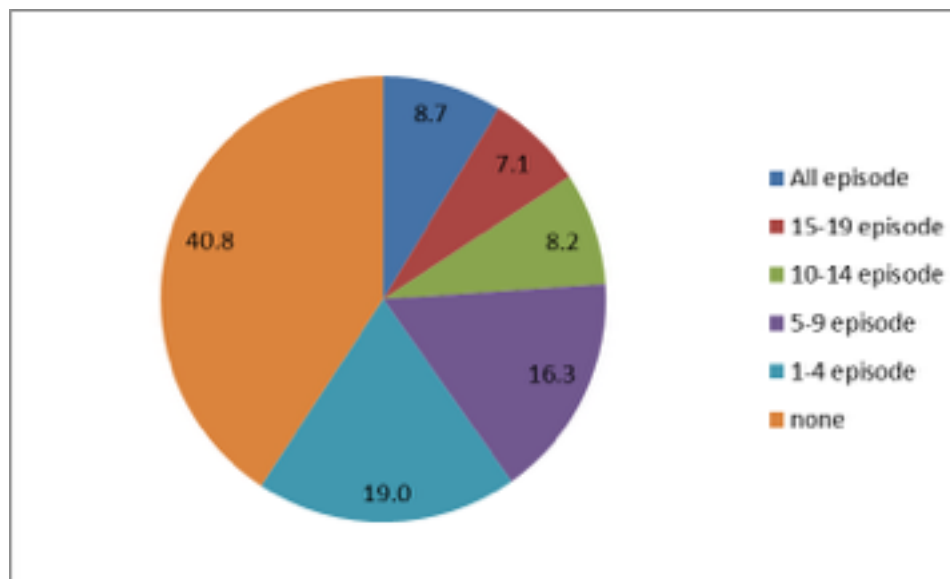
Percent of Levels of Watching *The Team*

(N=277)



Percent of Levels of Listening to *The Team*

(N=184)



2.2. *The Team* Themes and Effectiveness

The project was designed based on the assumption that popular culture can have an enormous impact in changing mass attitudes. A local context assessment was conducted prior to the start of the project that identified a range of key issues that were sources of conflict within Kenyan society, many of which have direct links to poor governance. These issues

include ethnic tolerance and retribution, land disputes, mob violence and police impunity, gender violence, corruption and bribery, economic and social inequalities and youth unemployment.

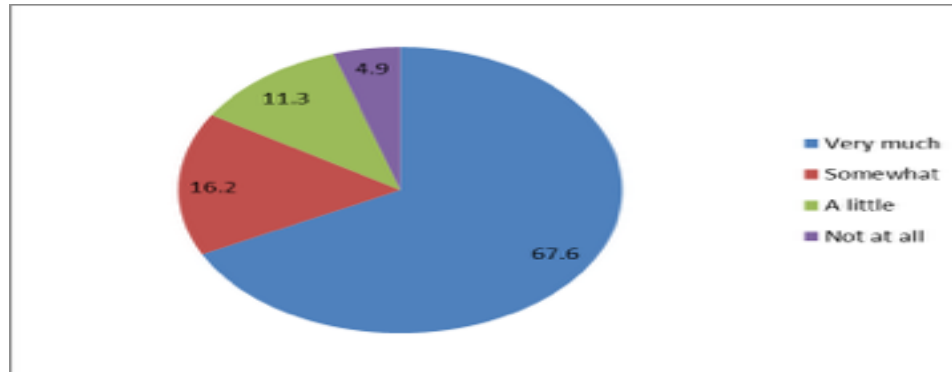
Messages were explicitly crafted to challenge citizens at all levels of society to take responsibility for improving their society. Officials at all levels are encouraged to engage with their constituents and citizens are encouraged to understand not only their rights but their responsibilities. Thus, the main goal of the series, **as indicated in the main objective of the log frame**, is to change the relationship between citizens and their government from one of strife to one of cooperation.

Through its media work and outreach activities, Search for Common Ground focused on supporting the engagement and actions of citizens with one another and with officials on issues concerning governance, in order to make both citizens and governments more capable, accountable and responsive to one another and improve democratic processes. Search for Common Ground developed a Log Frame with a range of key indicators and actions covering accountability and responsiveness in governance processes (See Appendix 1).

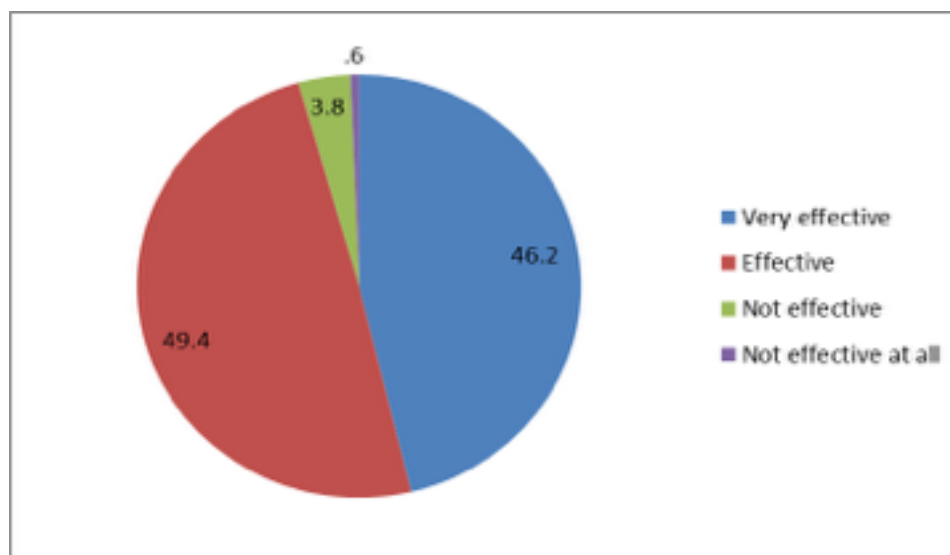
When asked about the themes that *The Team* covered, the final survey results showed a remarkable increase in the frequency of mentioning “conflict resolution” and “peace” among the major themes. Previous surveys included more frequency of themes such as tribalism, corruption, gender equality, rape, teamwork, drugs and alcohol abuse. It is obvious that the themes of conflict resolution and peace have gained more visibility with the latter episodes as evident from the increase seen in the final survey.

When asked about the extent to which those issues affect them, an overwhelming majority (67.6%) answered ‘very much’ and another 16.2% answered ‘somewhat’. When asked about how effective *The Team* was in addressing these issues, 46.2% answered ‘very effective’ (compared to 29.2% in the mid-term survey) and 49.4% answered ‘effective’. These quantitative responses showed that survey respondents have increasingly found *The Team* themes to be relevant to them, and found *The Team* handling of them to be effective. Older respondents and those from Naivasha and Kisumu were more likely to report that the themes affected them. Also, Naivasha and Kisumu respondents were more likely than others to find the handling of these issues by *The Team* to be effective, compared to those from Nakuru, Eldoret and Kibera. Older respondents, government officials and IDPs (compared to police officers) were also more likely than younger ones to view the handling of these issues by *The Team* to be more effective. Finally, those who watched the drama with higher frequency were more likely to find the issues relevant and the handling very effective.

How much do *The Team* Issues Affect You?
(N=327)



**Effectiveness of *The Team* in Handling Issues
(N=318)**



These quantitative results were further elaborated in respondents' comments expressing positive aspects and impacts of *The Team*'s programming. The reasons provided by respondents for such positive impressions can be categorized into six different groupings, as shown below, supported by comments made in the survey.

<i>The Team</i>'s Assessment in Handling the Issues	Quotations
1. <i>The Team</i> covering various daily life issues & identifying problems	<p>“<i>The Team</i> addresses issues affecting different ethnic groups. It gathers people from different tribes whereby they hear different issues.” #1</p> <p>“<i>The Team</i> has made me reason and relate to others in the society in a rightful manner.” #7</p> <p>“It has enabled us to fight corruption.” #8</p> <p>“They addressed the unemployment,” #108</p>
2. <i>The Team</i> 's Refusal of tribalism	<p>“Because they are trying hard to finish tribalism” #234</p> <p>“Breaking off tribalism and live like brothers and sisters” # 340</p> <p>“<i>The Team</i> is bringing different tribes together to achieve same goal” 403</p> <p>“It makes people to forget about their tribe and live together as a brothers and sisters (family)” #421</p>

<i>The Team's Assessment in Handling the Issues</i>	Quotations
3. <i>The Team</i> emphasizing on the necessity of communication, cooperation and refusal of violence.	<p>“Assisted us to team work and appreciate other people’s culture thus avoiding things like stereotyping.” #8</p> <p>“We are given chance to exchange our ideas, also share our views through our experience.” # 11</p> <p>“Brings different people on focal dialogue point to watch locally” #406</p> <p>“People should not fight.” # 13</p> <p>“Issues of conflict resolution mostly are solvable by dialogue which is even applicable in real life” # 119</p> <p>“Youths in the country comes together for intertribal dialogue” # 428</p> <p>“it encourages intermarriage” # 452</p>
4. <i>The Team</i> providing solutions	<p>“They role play what the ideal situation should be.” # 12</p> <p>“they show the importance of role of youth” # 108</p> <p>“It emphasizes to every person to be on front line to keep peace, love and to interact freely to everyone everywhere” #339</p> <p>“by the end of the episode they always find the solutions to their problems” # 556</p>
5. <i>The Team</i> redeeming self-esteem through exploring talents, developing skills and providing civic education	<p>“<i>The Team</i> is trying to come up with new ideas on how the youth should live in society despite at what happens.” # 22</p> <p>“<i>The Team</i> has enlightened the public of gender equality” #45</p> <p>“They have been able to change people's mentalities” # 308</p>
6. <i>The Team's</i> ability to convey its message	<p>“they have used good actors who can deliver the message” # 201</p> <p>“they use simple language” #223</p> <p>“They explain through acting” #225</p>

In addition, and related to the previous point, respondents were asked to mention actions that they or others have taken as a result of their exposure to ***The Team***. The table below includes the types of actions they mentioned at the government, civil society and personal levels:

Actions for Addressing the Problems	Quotations
<p>1. The government’s approach has become more serious and fair</p>	<p>“I think the government has done much like in distributing resources equally to each constituent.” #7</p> <p>“Through creating games eg. Football and other projects that has brought different tribes together.” #8</p> <p>“The government has come up with the initiative of kozi kwa Vijana which has brought them together.” #115</p> <p>“The government is now working with the communities” #353</p> <p>“Yes, the government helps to promote peace by encouraging the people to love one another, it has also promoted transparency and accountability by judging those who are corrupt” #429</p> <p>“the new constitution emphasizes the bill of rights of every person regardless of tribe, race, religion, social status” # 534</p>
<p>2. Civil society engagement and efforts towards unity, cohesion and Peace building</p>	<p>“Organizations have involved in peace building activities eg. Drama club, football team, they organize clean up's.” #12</p> <p>“engaging peace building ...” # 32</p> <p>“To maintain peace” # 104</p> <p>“Training of the youth in capacity building, initiating of development project.” #108</p> <p>“There are organizations like KACC than deals with cases of corruption, there peace forum groups that try to teach people about peace” #411</p> <p>“CBO's have trained youth how to handle rape cases, the government has promoted peace among people through football tournament i civil society through capacity building work shape to encourage people and addressed issues of gender violence” #447</p> <p>“civil societies have come up with strategies for peace advocacy” #533</p>
<p>3. Personal engagement in outreach and raising awareness efforts</p>	<p>“I have managed to influence the minds of other youths to change their much of electing the leaders not on the basis of where they came from or what they will do but what they have done.” #112</p> <p>“I have individually formed an outreach group that goes to empower students in high school. It gives motivational talks and teaches students of emerging issues and leadership.” #113</p> <p>“Education on rape and cultural issues in schools, walk for peace on international day of peace.” #114</p> <p>“We have participated on the National peace building”#116</p>

Indicator 1.2 of the Logframe measures “Evidence of improved responsiveness by local officials to the issues raised by local communities related to the themes in *The Team* and in outreach activities.”

Indicator 6.1 measures “Increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*.”

Indicator 1.1 measures “Number of citizen actions, to engage with one another, and with local officials on any of the themes addressed in *The Team* and dealt with in the outreach activities.”

Indicator 6.3 refers to “Citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by *The Team* and issues addressed by the outreach activities.”

The qualitative results above show that respondents report that they and civil society organizations have engaged in activities representing the Logframe indicators. They also reported improvement in government’s responsiveness- a finding that will be further confirmed with additional data in this report.

Any negative effects reported? If there are some, even if few, I think it is important to report them here.

2.3. The Team Impact

In order to measure the impact of *The Team* regarding specific expected outcomes as specified in the Logframe, the final survey included 13 statements related to certain types of perceptions or actions. Examples of these statements included: “I worked with people from other tribes on community issues;” “I have seen positive changes in the way citizens from different social classes communicate with each other.”

In order to measure the causal or contribution effect of *The Team* on such outcomes, the survey made a distinction between those who watched or listened to the drama and those who did not. For those who watched or listened to the drama, the survey specifically asked respondents about the extent to which *The Team* made their respective perceptions or actions worse, the same or better over the past year. The same was asked of those who did not watch or listen to the drama, without referring to the possible effect of the drama.

Those questions may be categorized as follows:

1. Statements related to individual perception of changes to citizens:

“I have seen positive changes in the way citizens from different tribes communicate with each other.”

“I have seen positive changes in the way citizens from different social classes communicate with each other.”

2. Statements related to individual action changes:

“I worked with people from other tribes on community issues.”

“I made positive changes to the way I deal with other citizens.”

“I made requests to local officials for services.”

“I can solve inter-tribal problems more efficiently.”

“I am familiar with my rights as a citizen.”

3. *Statements related to individual perception of government officials’ responsiveness:*

“I think that the government deals with vigilante/militia groups responsibly.”

“I think that government officials respond to cases of rape.”

“I think that government officials respond to cases of police impunity.”

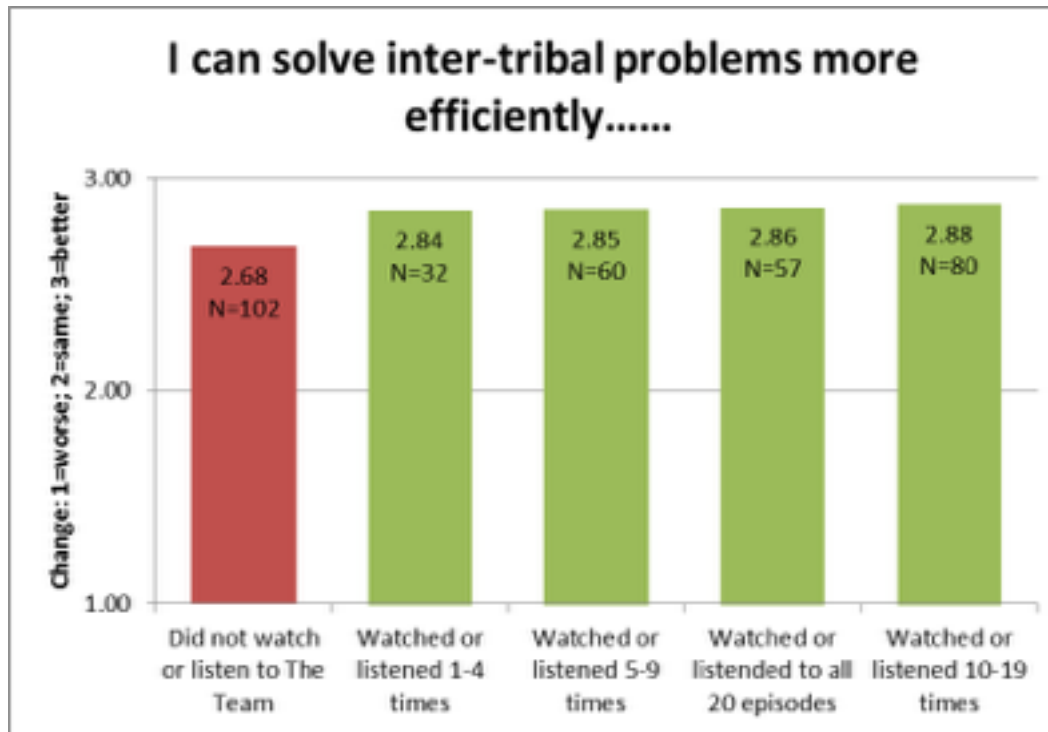
4. *Statements related to individual perception of local officials’ responsiveness:*

“I think that local officials respect my rights as a citizen.”

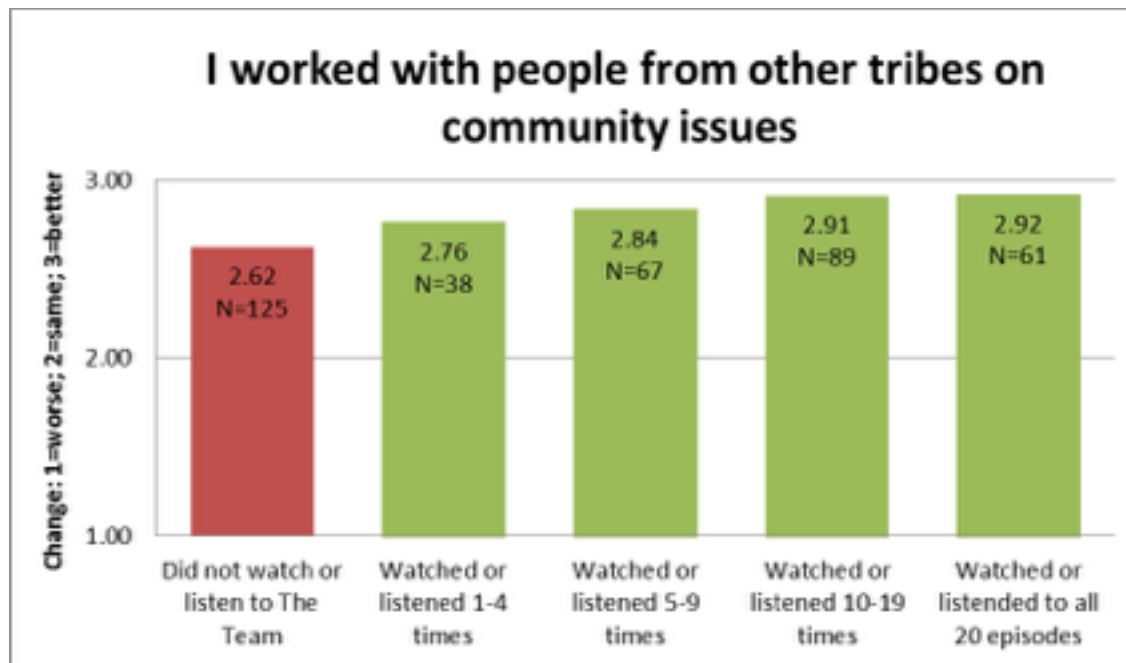
“I think my local officials respect the rule of law.”

“I think that local officials respond better to citizen requests.”

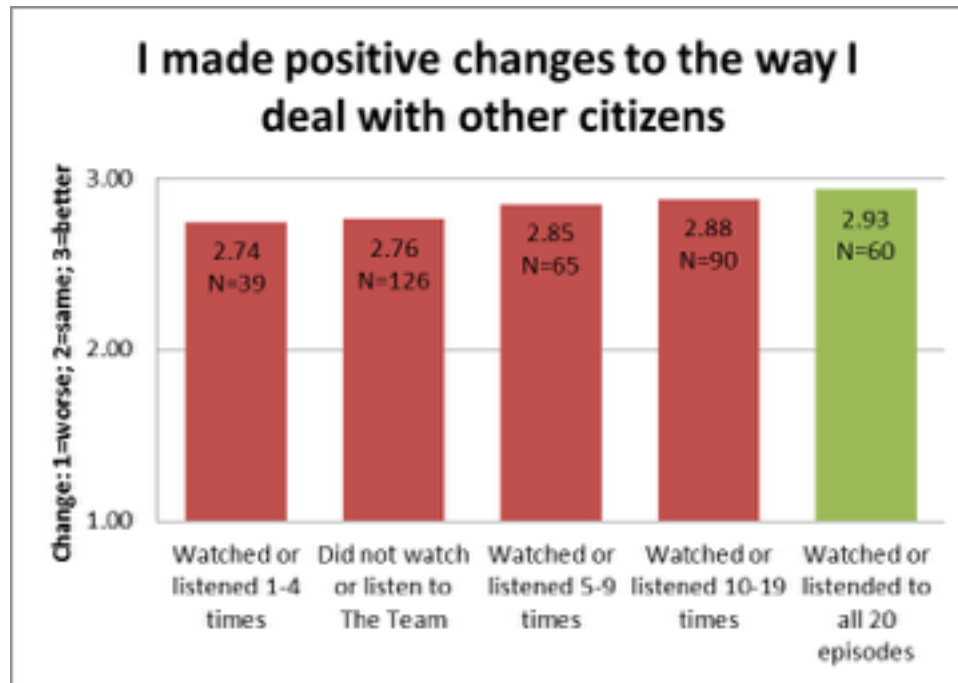
A comparative analysis between those who did not watch or listen to the drama, and those who did with varied levels showed that with the exception of the category related to government officials’ responsiveness, those who watched or listened to the drama more regularly were significantly more likely to report positive changes. The charts below include examples of these significant comparisons:



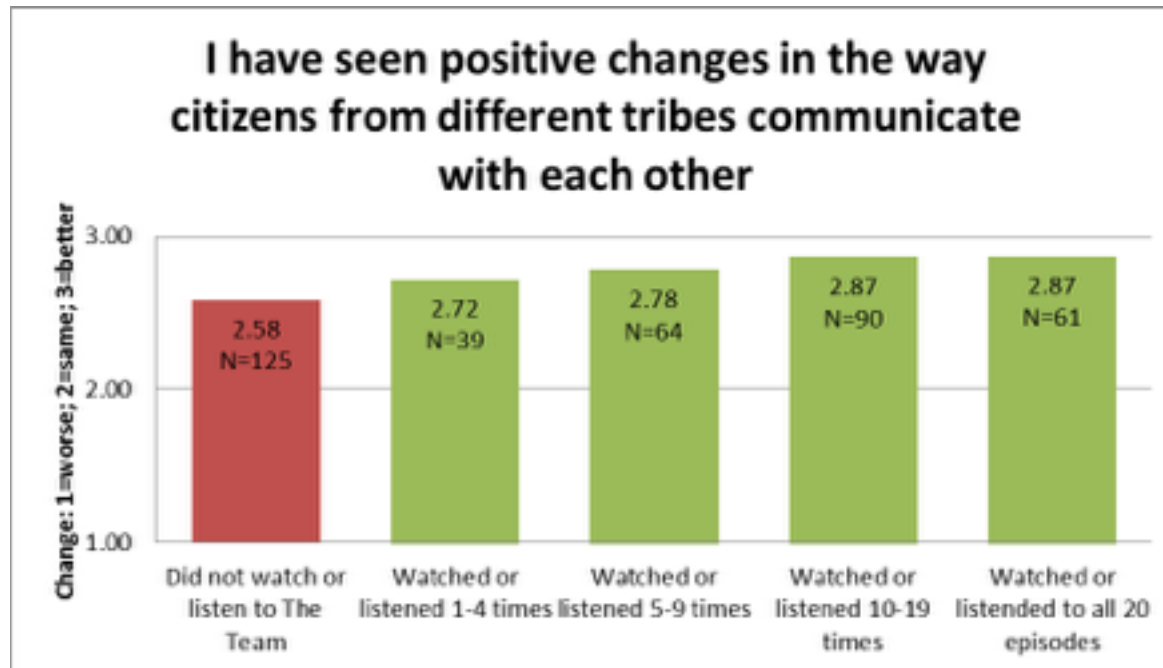
Varied colors represent statistically significant differences between groups



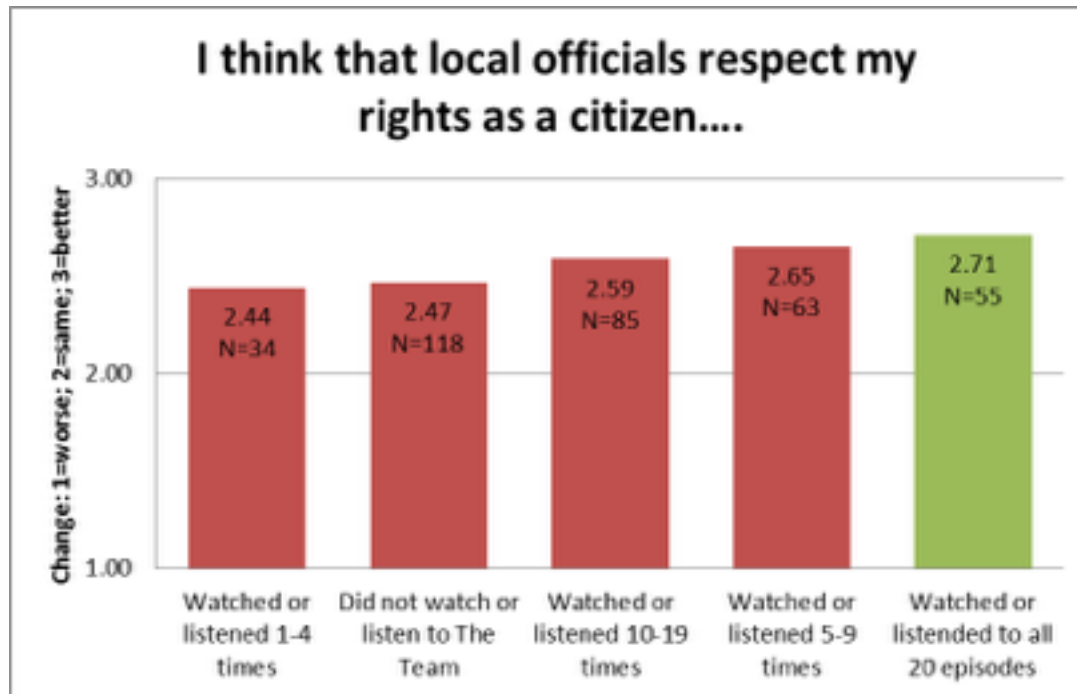
Varied colors represent statistically significant differences between groups



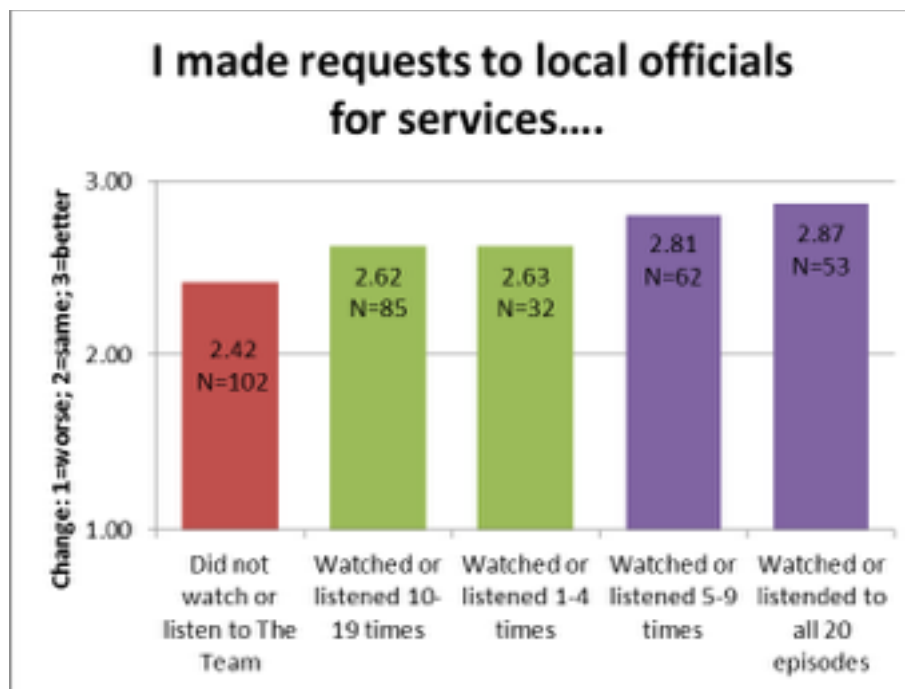
Varied colors represent statistically significant differences between groups



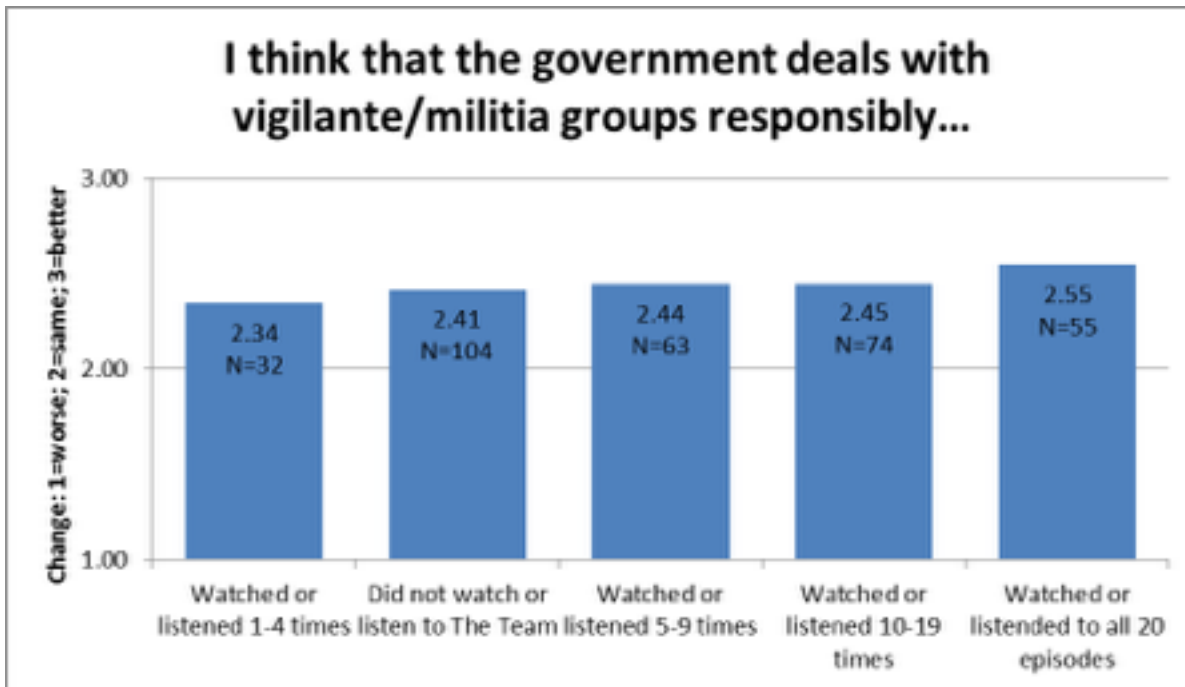
Varied colors represent statistically significant differences between groups



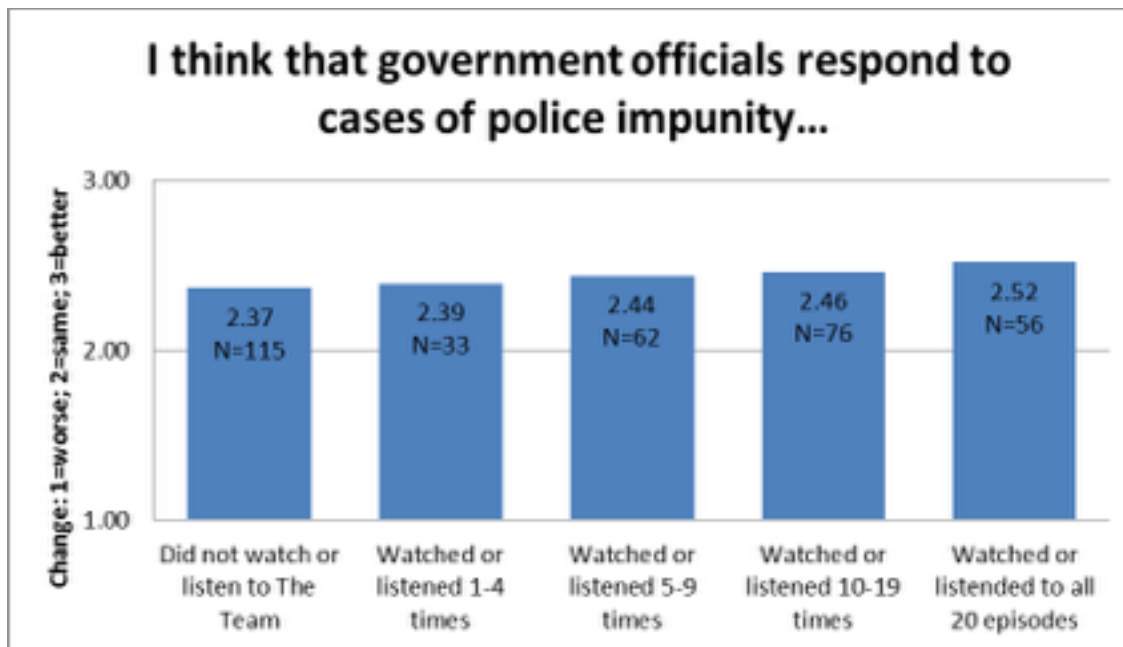
Varied colors represent statistically significant differences between groups



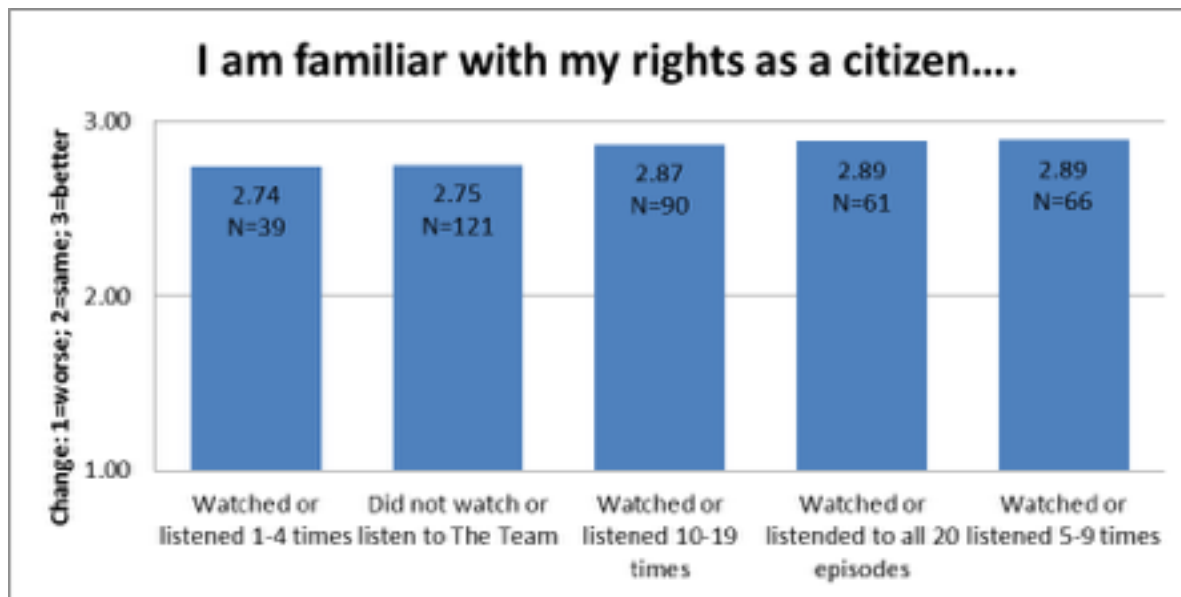
Varied colors represent statistically significant differences between groups



Same colors indicate no statistical significant differences



Same colors indicate no statistical significant differences



Same colors indicate no statistical significant differences

The results above illustrated that a strong relationship existed between increased rates of watching or listening to *The Team*, and positive changes to individual actions, perceptions of citizens actions perception of local officials. Perceptions of government officials’ responses to specific issues such as vigilante groups and police impunity were not different based on frequency of watching or listening to the drama. As will be illustrated later with more data in this report, while “Dosage” did not affect perception of government officials’ responsiveness, there was an overall improvement in how survey respondents (not only those with high dosage of *The Team*) viewed that responsiveness positively.

Moreover, not only did those who watched the drama or listened to it regularly change more positively; they clearly related that to *The Team*. This was evident from the fact that the survey specifically asked those who watched or listened to the drama “Over the last year, because of the contribution of *The Team*,” how such issues may have changed.

In order to examine further the extent of the causal or contribution effect of *The Team*, a regression analysis was conducted to determine such cause/contribution effect of the Dosage of exposure to *The Team* and other demographic variables such as age, gender, education, and location. ***The regression analysis consistently showed Dosage as a statistically significant ($p \leq .05$) predictor of positive change on all 13 statements, except those related to government’s responsiveness.*** Of all the other demographic variables, only gender as well was a significant predictor for one statement: “I worked with people from other tribes on community issues,” and location was a significant predictor for the statement: “I can solve inter-tribal problems more efficiently.” Appendix 4 includes the results of the regression analysis.

Finally, the demographic comparisons showed that younger respondents and those from Naivasha (especially compared to respondents from Kibera) were more likely to report more positive changes. This seems to be related to the effectiveness of certain interventions in Naivasha, and continued challenges in Kibera. No major or consistent differences existed based on gender or profession.

The results of this section on Impact included direct statements aimed at measuring all Logframe indicators related to respondents' reported attitudinal changes towards issues addressed in *The Team*, and towards the desired objectives of the Logframe. Examples of indicators measured in this section are: 1.1; 2.1; 3.1; 5.1; and 5.3.

2.4. *The Team in Electronic Media*

Social networks have become an important means of connecting with people from all over the world. It's estimated that 90 percent of the youth that have access to the internet are member to at least one or more social networking sites. This section includes summaries of comments made by individuals using such media. In this way, *The Team* has extended its reach and potential influence. The following is a summary of comments reported by citizens on the various electronic media.

The Team website has been fairly effective in triggering interest from fans surrounding the themes of the show. Comments received via this media have been overwhelmingly positive, communicating understanding of the themes raised in *The Team*, recommending the show to others, and expressing excitement about its positive role. Their comments reflected two major themes: Effecting change, and setting an exemplary model.



Effecting Change

Attitude change being a major focus of *The Team*, the audience's responses reveal some degree of attachment to its concept. Putting in mind that attitude change is a process and not an event, the attachment created is important for ensuring that the process of changing the attitudes does happen. One can also argue that the attitude has created or exploited the bonds among the target groups. This does reveal that *The Team* is also influencing the perceptions of realities of the target group. Here are some of the comments which show

*"I recommend **The Team** to the Youth especially and to anybody else who is willing to change for the better."*

"Interesting themes are being portrayed in the last episode which is very encouraging for the youth"

*"i love what **The Team** is doing i hope 2012 will be diff from our last elections thanks to u guys"*

"Hi Team, you play a major role in uniting Kenyans as one tribe. Keep it up. On the side of women justice has to be done. If need be please call me"

Setting an exemplary Model

Several of those who sent comments to the website expressed appreciation of **The Team** as a model of using media for peacebuilding. Many expressed direct interest in joining **The Team** cast because they appreciated its message and its inclusion of ordinary youth. Comments included:

*“What you are doing with **The Team** in Kenya is exemplary and a model for the other producers, actors, fans and citizens in the rest of the world.”*

*“vipi waseya...nothing has so good like playin a role in **The Team**.. lets come together and fight for peace.”*

*“we need more progis like **The Team** ...it helps people see each other as kenyas and not as fellow tribe mate...big up TEAM.”*

*“please tell me how i can become a part of **The Team** even if its an extra or the cheering squad.thanx hope to hear from u soon.*

*"Hey **The Team** makes me to be glued to the screen. Too bad i failed **The Team** auditions but some can entertain and they need some fans that's life"*

Visit **The Team** Kenyan Website:

<http://www.theteamkenya.com/>

3. Cases of Action and Transformation

The examples below evaluate the qualitative impact of *The Team* in eight different regions of Kenya. These include Nairobi (including Kibera and Mathare), Eldoret, Kakamega, Kisumu, Mombasa, Nakuru, and Navisha. All of the areas greatly suffered from the 2007 post-election violence. The examples show changes in the attitude and behaviors of people occurred and the transformation of conflict situations into peaceful, positive, and productive work happened as the result of the project.

The sense of a united Kenya, leadership, teambuilding, cooperation and coordination is a cross cutting theme of nearly all the case studies. A number of individuals and organizations and groups such as: The Kenya Muslim Alliance (KMYA), Amua Karagita Youth Group (AKYG) & Manyani Youth Group (MYG) were greatly inspired by *The Team* and seem to have made significant impact in their various regions. The Amua Karagita for example, was able to meet the diverse needs of its members, seeking to be self reliant despite the bad reputation and complexity of the Naivasha region. The group seems to have analysed the context of its environment well which seems to have informed the choice of the various activities it has been engaged in. It offers ideas that are worth exploring by the *The Team* managers and duplication of similar projects in other areas with similar challenges could be explored.

Eldoret

Anne is a young woman from the Kikuyu tribe whose family was displaced because of the 2007/2008 post-election violence. The Kalenjins tribe were accused to be the perpetrators of violence in this case. During the conflict most things from Anne's home were either looted or burnt. When she eventually went back to her home, she went through psychological trauma as she was able to identify several looted articles from her home, like kitchenware and clothes, in the homes of friends and people in her former neighborhood.

By watching episodes of *The Team* she came to realize that she was in conflict with the community and the best way to resolve it was to initiate dialogue with the community that caused her distress. This proved to be the best way to resolve the conflict.

Anne is currently also a part of the business activity 'DIVAS' that has members from different tribes. The business venture that had only women at the onset has now evolved and does have men as members. Anne says that the screening of *The Team* helped her realize that the change that she wants to seek in others must start from herself first. *The Team* has helped Anne to overcome her traumatic past and to become a 'role model'. She also volunteers at

children's home, youth meetings and other gatherings. Her hope is to see a united Kenya- where neither tribe nor race is used as a form of discrimination.

Kakamega

This story is about a Luhya lady who owned a salon and had employed two Kikuyu ladies. During the 2007/2008 post-election violence, she got threatened for not disclosing the whereabouts of the two ladies, a time when Kikuyu ethnic members were being targeted as others took refuge at various police stations. While back at home, the 'aggrieved' youth looted her salon, some of them being her friends. This resulted in her not being able to support her family and eventually ended up losing her sister, who had a heart problem.

Through watching *The Team*, she gained the courage to forgive as the first step towards peace and reconciliation. Some of the youth who she knows caused her all that pain, currently do come to her for assistance which she provides thanks to the lessons learnt from *The Team*.

Kibera:

Example 1

Olando Pirates was a football club which was dissolved, after the 2007 elections, due to its reputation of being a violent team. After being inspired from '*The Team*' mobile cinema screening they rebranded and transformed themselves into a peaceful group and renamed themselves 'Mashimoni Football Club'.

Now the club brings together members from all the main tribes Luo, Luhya, Kamba, Kikuyu, Nubian, and coastal people, all hailing from the informal settlement known as Kibera slum. The Mashimoni Football Club has even come up with poultry keeping and garbage collection businesses to enable *The Team* cater for its expenses in the management of the football club. Most interestingly, the club has nominated one of their members to vie for the position of Ward Representative in the coming 2012 general elections.

Example 2

The case is about the violent incidence in which a drunken person beat his friend's girlfriend who was pregnant. When the victim was taken to the hospital, none of the medical attendants was willing to help them on the grounds that it was a criminal act according to the law 'grievous bodily harm with the intent to kill'. The rescue point was Kenyatta National Hospital (KNH) where a scan revealed that the baby was okay and the only prescription was for the expectant mother or the victim to be on bed rest.

The matter was brought to the attention of *The Team* facilitators - Tony and Cecilia who convinced both parties to drop the criminal case opting for reconciliation without compensation. The perpetrator was saved from facing the criminal charges. He has since quit drinking and is living a decent life.

Kisumu

Example 1

An interviewee confirmed that he was able to get a job as a film producer after having been ‘empowered’ through discussions held during *The Team* sessions. A number of underlying issues were elaborated by the program like rape, corruption, youth leadership, and tribalism, the underlying issues of last election.

Example 2

Fitima Box, a film based on the theme of 2007/2008 post-election violence and underlying issues as a result of watching *The Team*, was sponsored by Film Aid International through training services with film producers being extended by The Media Focus on Africa. A number of individuals benefitted from this.

Example 3

An interviewee says *The Team* in conjunction with the Kisumu Municipal council have been able to plant trees at Ezra Gumbe Poimasy in addition to holding football matches with best being awarded trophies. The message cutting across these events is peace and reconciliation.

Example 4

An interviewee has been able to mobilize young people to participate in the national youth council elections in May 2010.

Example 5

An interviewee thanks to *The Team*, in partnership with civil societies has put together Pasaka awards every April for best governance practices and to spot youth talents in effort to cultivate peaceful coexistence.

Example 6

An interviewee has, after watching *The Team*, come up with gender balanced football team in Oyugis town called ‘G’. FC funded by Society Empowerment Program through *The Team* TV programme.

Mathare

Mathare, Nairobi’s second largest slum, has been one of the hardest hit areas in the chaos following the December 2007/2008 post-elections violence. The Mathare informal settlement has administration boundaries in form of villages, each with a village elder. The slum spans across two parliamentary constituency boundaries under the jurisdiction of two members of parliament. There are four predominant ethnic groups living in this informal settlement.

Jane Wangari and Jacob Ogodo, both members of the District Peace Committee and regular participants of *The Team* Mobile Cinema Screening shows, were also victims of post-election violence. Born in Mathare and having lived there all her life, Wangari couldn’t understand how people who grew up together could turn against one another just because they were from different tribes.

After watching *The Team*, with other members of different ethnic communities they set out on a resettling exercise for those who were displaced by others during the violence, particularly old women. Wangari, Ogodo, members of the two groups together with some fundraising from churches contributed some money and engaged village elders and area chiefs to summon the illegal occupants for a mediation process. Funds raised were given to the “forceful occupants” as “an appreciation gesture” for having taken care of the house while the owner was “away”, the houses were then given back to the rightful owners. The groups were able to recover a sizable number of houses.

Mobile Cinema Screening of *The Team* has facilitated the peace reconciliation process and has demonstrated that mending ethnic relations in the Mathare slum is possible, something that has remained a big challenge to the Government of Kenya.

Mombassa

Example 1

Kenya Muslim Alliance (KMYA) is a grassroots nonprofit and non-governmental organization with focus on peace, leadership, education and development. After post election violence KMYA decided to target youth of different constituencies, tribes in secondary schools as a part of their peace promotion campaign.

The organization used *The Team* as an opportunity to target the aforementioned groups by encouraging them to attend the mobile screenings. The results were overwhelming with so many youth appreciating the program, learning the positive messages and taking it further to other youth groups in their constituencies. KMYA during discussions also assessed a positive attitude change in the secondary schools students.

In addition, KMYA organised several tournaments between youth from different constituencies with one very important message, appreciating each other and enhancing understanding and peace among the communities in Mombasa. On top of this, they have tried to move to the grass roots, trained elders, chiefs and other people in authority in peace and conflict resolution methods. Despite some challenges faced, KMYA have expressed their intention to continue collaborating with Media Focus on Africa to ensure peace and stability in Mombasa and other parts of Kenya.

Example 2

The Mombasa Nisasa Initiative is a youth network set up in Changamwe Division inspired from the character of ‘Ben’ from *The Team*. The objective of the initiative is to empower youth by giving them access to information, training them on small scale businesses, and strengthening their bargaining power in order to better cope with social, economic, and political issues.

Nakuru

Nakuru is one of the least socially and economically developed areas in Kenya. It was greatly affected by post-election violence; crimes included murders, rapes, looting etc. Manyani Youth Group (MYG) is a youth led initiative and have organized themselves from almost nothing to a small micro finance organization, environment group and a football club (Mavuno Football Club) for juniors and seniors. They have a good composition which constitutes different ethnical groups and backgrounds. They convene interactive sessions and have an open system with government arm of authority and with clear disciplinary action on members who may go astray. They have a sense of unity and love amounting to “Peace”.

The Team played a very important role, provided financial assistance, in the establishment of MYG. More so they say it is sports that unifies them and inspires them regardless of their political, social or cultural backgrounds a thing that was perfected by *The Team*.

Naivasha

Example 1: The Coffee Bar

The Naviasha slum called Karagita was the starting point of this project. It is here that local youth organizers Peter Kairie and Virgina Waimatha convinced 70 youth leaders to watch *The Team* together to discuss themes such as tribalism, corruption and reconciliation. Not radical until one learns that these 70 youth represented warring tribes who had been at one another with pangas during the post-election violence. Karagita was particularly hard hit. Early dialogue sessions led by Peter and Virgina proved difficult as participants were still afraid of their neighbors. Coffee bar organizer, Charles Omwanro says, “After the post-election violence, there were the Kikuyus and the Luos – no unity. After we watched *The Team*, it changed. We started developing trust... again and had the courage to talk to one another.”⁷

Example 2: Amua Karagita Youth Group

Amua Karagita Youth group has been in existence for seven months and has 200 members that brings together various youth leaders, previously without any portfolio who came together during *The Team* screening. At the end of the second season of *The Team*, the youth in Karagita were motivated to unite irrespective of their ethnic affiliations and adopted *The Team's* spirit of ‘Unity is Strength’

The organization engages with flower farms and hotel managers for job placement for members, so far 105 members have benefited with 60% of them under permanent employment. The youth have also come up with a *Brick Making Placement* getting a loan from ‘*Kazi Kwa Vijana*’, a government initiative started after post-election violence to help youth engage in self-employment. The business is now running and picking up well. To supplement their income, the group has started a small hotel business majoring in tea and snacks. Amua Karagita Youth is also engaged in the concept of community policing with public administration to fight crime, an engagement the police says is bearing fruits. For sustainability of the groups, all the employed members make a monthly contribution, which combined with other income generating initiatives has allowed them to open a bank account which they intend to turn into a cooperative where members can borrow money. They also support HIV/AIDS victims including orphans providing

⁷ Excerpted from SFCG’s annual report to DFID.

them with basic necessities. A portion of land was also donated to the group by an area chief for tree nursery, which currently has 400 seedlings courtesy of the Kenya electric power generation company (KenGen). *The Team* does facilitate a town cleaning day once a month as a means of bringing town residents together for peace.

Finally the group has started a drama group which aims to stage professional plays based on the concept of *The Team*. They plan to engage in civic education on constitutional rights as a means of empowering area residents.

Nairobi

Example 1

The 7th August Memorial Park was established on the grounds where the US Embassy in Nairobi once stood, in memory of the 218 people who died and the thousands who were injured after a terrorist blast. It serves as an educational institution promoting peace and nonviolence through exhibitions related to the 1998 incident and communicating messages of understanding and cooperation instead of violence and hatred.

In this context, the organizers of the Park learned about *The Team* outreach activities, and decided to incorporate its methods, including showing Team episodes to their audience, followed by a facilitated discussion of the themes addressed in the episodes.

Focusing on school students, the Park organizers arrange tours for children to explain what happened in 1998, and to offer them an alternative message of peace and nonviolence. They follow this with *The Team* outreach activity. During this final evaluation mission, one researcher observed such event which included 32 students from Ruaraka Secondary school. After taking the tour of the Park, the students chose to watch episode eight and nine of *The Team*. From these episodes the students identified themes like rumors, unity, ethnicity, team spirit, bribery and corruption, drugs, decision making etc. They recognized these themes as being sources of conflicts in the episodes. Asked about the measures the students suggested the following:

- Avoiding confrontations
- Appreciating differences
- Investigation issues before making decisions
- Avoiding victimization
- Avoid revenge

The park organizers are appreciative of *The Team* model, and what it brings to their mission. They stated that the messages of *The Team* and those of the Memorial Park work well together, and do inspire youth to denounce violence at their personal and school level, and to promote understanding and tolerance.

Example 2

The Ministry of Education has incorporated *The Team* outreach model into the extracurricular activities of some schools. During this final evaluation mission, the researchers visited two of the schools where such activities do take place: Sunshine boys and St. Georges girls schools.

St.Georges Girls Secondary School

The school is located in a middle class part of Nairobi (Hurlingham). It is a public school run by the government. The students who participated included 17 form threes, 11 form twos, and 13 form ones. At this school the girls had watched episodes 1, 2 and 3. They were impressed by episodes 2 and 3. They identified leadership, bribery and corruption, violence, as some of the themes that emerge.

The students suggested that measures as equality, teamwork, being principled, unity, teamwork, integrity, honesty listening, hard work and values would help to resolve the conflict identified.

As a way of reducing conflicts in the school they have set up an integrity club, which emphasize some of these values.

Sunshine Boys Secondary School

The school is located in Langata which is a middle class. The school is privately owned. The visit to the school coincided with another event in the school calendar. The students had watched 11 episodes but liked most episodes 2 and 8. They identified corruption, rumours, discrimination, and ethnicity as themes running through the episodes.

They suggested that solutions to these problems can be achieved through collaboration, teamwork, friendship, elimination of discrimination, unity, dialogue and respect for each other. In the school the students undertook activities that promote those solutions in their school as a way of increasing peace in their school.

In conclusion, this overview of cases of action and transformation shows that the people concerned understand the context of their own problems better than anyone can and if given the rights tools, support and encouragement, they are in the best position to address the challenges that they face. *The Team* seems to have captured this notion, which most

of the top down interventions seem to ignore and therefore has had quite a positive impact. The fact that most of these initiatives are being carried out by the local grassroots organizations will also ensure a level of sustainability.

This section of the report includes the most significant evidence that *The Team* has succeeded in generating action among citizens, community groups and civil society organizations. Interviewees in all these cases reported direct influences of *The Team* on their actions. These examples provide qualitative measures of several action-oriented indicators in the Logframe such as:

- 1.1 Number of citizen actions, to engage with one another, and with local officials on any of the themes addressed in *The Team* and dealt with in the outreach activities.
- 2.1. Evidence of increased ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities
- 6.1 Increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*
2. Number of partner CSOs –including partner media outfits- who can showcase how they have addressed the themes highlighted in *The Team* on behalf of citizens (# of case studies disaggregated by type of CSO and location)
3. Citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by *The Team* and issues addressed by the outreach activities.

4. Survey Results

Two different versions of the survey were distributed among respondents, each with their own particular focus. Version 1 dealt primarily with issues surrounding perceptions, knowledge and attitudes with respect to several of the issues addressed in *The Team* including tribalism, rape, conflict resolution, unity and teamwork. Version 2 focused on actions and changes related to good governance and the rule of law as envisioned in the Logframe objectives. The results from each of these surveys as they relate to *The Team*'s themes will be explored in the following two sub-sections.

4.1. Survey Version 1: Results Regarding *The Team* Themes

This section is organized according to various themes addresses in *The Team*. The section includes a summary of the major findings, and the statistically significant differences between baseline, midterm and final evaluation results. The specific tables with figures and statistical significance are included in Appendix 3. In addition, when appropriate, cases of action and transformation which relate to each theme are included

4.1.1. *Identity and Tribalism*

- No consistent significant differences existed between the baseline, midterm and final evaluation figures for the various factors influencing **identity**. However, respondents in the final evaluation significantly reported gender as a stronger influence on their identity, and nationality as a weaker influence, compared to respondents from the baseline survey. This perhaps suggests that previously established influences on identity are being challenged. The following contrasting comments made by two respondents illustrate these inconsistencies:

“I believe that tribe, religion and nationality contributes very little compared to how profession education, socio economic status belong this is what really determines whether you would be respected in the society or not it's much to do with brains than anything else.”

“I am a Luluya and a Muslim in religion where tribe and religion are the most important factors in life because if you don't know your tribe then you wouldn't know where you come from”.

- In terms of **values**, the tendency among those who watched the drama more frequently was to report higher influence of media on their values compared to others who watched fewer episodes. Students were more likely to report higher levels of influence from media, peers and school on their values. Respondents from Mombasa reported higher levels of influence from religion, family and school.

- When asked about their **actions when wronged** by someone from their own tribe, the final evaluation results showed significant differences compared to earlier surveys towards less tendency to “beat” or “mobilize family”. When the opponent was from another tribe, the same pattern existed, and included also less tendency towards “seeking legal action”. Demographically, police respondents and those from Kibera were more likely than others to tend towards “beating”. Police respondents were also more likely to “mobilize family” when wronged by someone from another tribe! IDP respondents were more likely to tend towards “seeking legal action” and “try to reconcile and resolve the conflict” with someone from another tribe.
- When asked about the **influence of tribalism on personal decisions**, final evaluation results showed significant changes in a positive direction regarding decisions on whom to marry, who to vote for, and where to invest/own land. IDP respondents were more likely to acknowledge the influence of tribalism on decisions related to marriage, who to vote for, and where to work, while respondents from Kisumu were least likely to be influenced by tribalism on these matters.

Indicator 3.1. of the Logframe measures the increase in the number of viewers and/or outreach participants who demonstrate a desire to improve tribal and local relations, linked to viewing *The Team* and participation in outreach activities.

The baseline-midterm-final evaluation comparison above shows viewers’ progressive tendency to decrease the role of tribalism when making crucial decisions, which would result in improved tribal relations. These quantitative results are corroborated by the qualitative information gathered with the survey, focus groups and in Cases of Action and Transformation. However, the results for police respondents regarding beating or mobilizing family members against an opponent raise concerns about their ability to resort to peaceful means to resolve conflicts. It may also be an indication of their perception of relative impunity vis-à-vis others.

4.1.2. Corruption

When asked about **how to handle a difficult situation in a government office**, the overall comparison between midterm-baseline-final evaluations showed a positive change in attitude of respondents. There was a decrease in the tendency to ‘give bribes’, ‘use an influential person’ and an increase in ‘insisting on the right procedure. No demographic comparisons showed consistent, or hardly any, significant differences.

Indicator 2.1. of the Logframe measures the increase in the number of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities. The results above demonstrate improved capabilities to address issues of corruption, which is one of the main themes addressed in *The Team*.

4.1.3. Gender and Economic Divides

- When asked about the extent that **issues of gender and class divide** were of concern to them, respondents showed a significant *decrease* in concern in the final evaluation. Women were more likely to report that the gender divide was a concern. Respondents from Mathare and Kisumu were more likely to report that the economic divide was a concern.
- Dosage of exposure to *The Team* correlated negatively with the perception that the economic divide affected access to education, employment, health care, political positions, and land ownership. That Dosage also correlated negatively with the perception that the gender divide influenced leadership. These results are consistent with the ones above which showed that respondents in the final evaluation were less likely to see issues of economic and gender divide to be of concern. Given the trends of responses to other themes in the survey which demonstrate that Dosage and responses at the final evaluation correlate with more positive attitudes, the responses here may be an indication that they have become better empowered to address such issues, and therefore no longer viewed them as major concerns. However, this explanation deserves a careful review.
- Demographic comparisons at the final evaluation showed little consistent significant changes on specific issues related to the effects of economic and gender divides. Among these significant differences were the tendency of IDP respondents to report that the economic divide affects access to education and health care. Respondents from Kisumu were more likely to report that the economic divide affects access to political positions and land ownership. Respondents from Kibera were least likely to find that the gender divide affects access to leadership, justice or inheritance.

4.1.4. Unity and Teamwork

- When asked the question: “*Taking into consideration the significance of tribal affiliation in Kenya, what do you think of the following statement: “**Together everyone achieves more?**,”* the score for this statement increased significantly in the final evaluation survey showing a higher agreement that unity and teamwork would bring good to all. Unemployed respondents were least likely to agree with the statement.
- Some respondents provided examples of how unity has manifested itself:

- *“I help to form a microfinance group comprising of almost all tribe represented, the name « Twangane tuendelee », I adopted a child from another tribe and I encourage others to do so.”*
- *“A good example is a group that I am in right now which has helped me understand more about other tribes because we have people from different tribes.”*
- *“By trying to live peacefully with my neighbors and engaging them in activities that benefit us all.”*
- *“Currently working in an organization with fellow staffs drawn from different tribal background.”*
- *“During post election violence we came up with a group of 15 guys and started to bring back evictees of the PEV of which if I was alone it can't happen.”*
- *“During, the hunger that hit Turkana, Kenyans come together for Kenya for Kenyans and this saved the lives of many who were starving.”*

4.1.5. Reconciliation and Conflict Behavior

- The survey included questions about respondents’ approaches to conflict. There were no significant differences across baseline, midterm and final evaluation results on any of the approaches used to address conflicts. Demographically, IDP respondents were least likely to go to court, and more likely to seek a neutral third party or to negotiate. Police respondents were more likely to go to court and also to revenge. Male respondents were more likely to forget and forgive, and also to flight.
- The results above continue to raise concerns about the tendency of police respondents to demonstrate an attitude consistent with using competitive aggressive approaches to deal with conflict.

4.1.6. Rape

- The comparison between baseline and final evaluation showed significant increases in the choice of respondents of “correct” actions when a woman is raped, such as reporting to the police, to a trusted person, seek counseling, and to preserve the evidence. The results also showed a significant decrease at the final evaluation stage regarding “incorrect” actions such as cleaning oneself to avoid contamination. Further, in the final evaluation there was an increase in the perception that relatives would commit crimes of rape. This is an indication of an improved and candid realization of an often suppressed fact- that most rapes are committed by acquaintances.

- Demographically, respondents from Mathare and Kakamega were more likely to select “report to a trusted person” as an action if a woman is raped. The same was true for younger respondents age 25 or younger. “Go to a hospital” was least selected by older respondents age 36 or older. “Seek counseling” was most selected by respondents from Kakamega (97.8%), and least selected by those from Mombasa (66.7%) and older respondents (65.9%). Respondents from the middle age group (26-35 years old) were more likely to select “preserve evidence” as an action if a woman is raped.
- A few respondents (about 35%) reported that rape victims were treated fairly in the justice system. However, over 70% of police respondents reported that rape victims were treated fairly. This significant finding continues to confirm an emerging pattern in the data showing that police respondents seem to have a different position on several issues compared to the rest of the population.

Indicator 3.2. of the Logframe measures “ Viewers interviewed and/or outreach participants demonstrate increased level of skills/knowledge/ understandings of governance issues (related to *The Team* themes).”
The results above demonstrate improved capabilities to recognize issues related to rape, and how to best address them in a healthy safe manner.

4.1.7. *Mob Justice*

- In terms of the most effective ways to deal with militias/vigilantes most respondents in the final evaluation survey chose the options of having them face the legal system (65.5%) or banning them (59.6%). However, the comparison to the baseline results showed significant increases in the options of negotiating with such groups or registering them as legal movements. These changes suggest that respondents at the final evaluation are more receptive to inclusive approaches.
- In terms of demographic comparisons, respondents from Mathare and Nakuru were least likely to agree that the government should negotiate with militia/vigilante groups, and along with respondents from Nakuru were more likely to suggest that they face the legal justice system. Conversely, the younger respondents age 25 or younger were more likely to agree to negotiate with them, while students were least likely to suggest that they face the legal justice system. Male respondents, along with respondents from Mathare and nakuru, were more likely to suggest banning them. Those who did not watch the drama were more likely to suggest banning them. Respondents from Kakamega were by far more likely to suggest registering them as legal movements; those who received the highest dosage of *The Team* agreed. Finally, women were more likely to suggest a national debate on the issue.

- In summary, this topic of how to deal with the militia and vigilante groups seems to fluid and controversial among respondents. In general, the surveys show that those who had more exposure to *The Team*, along with younger, student, and female respondents, were more likely to opt for conciliatory processes and for giving them legitimacy, while male respondents, especially from Mathare, Nakuru and Kakamega were more likely to opt for banning them or addressing the issue in the court system.

Indicator 2.1 of the Logframe measures “Evidence of increased ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities.”
 The results above demonstrate improved interest among frequent viewers of *The Team* to see more use of negotiations and to apply methods of trying to understand the other.

4.2. Survey Version 2: Results Regarding *The Team* Themes

Version 2 of the survey focused on two main areas: perceptions of participants regarding good governance and the rule of law, and their awareness of civil society and media efforts to address issues raised in *The Team*.

1. *Perceptions about Good Governance and Rule of Law*

As mentioned in the Methodology discussion, Version 2 of the survey attempted to capture the actions and changes related to good governance and the rule of law resulting from *The Team*. This was done largely through five questions related to 15 themes addressed in *The Team*. The questions posed reflected the following Logframe objectives:

- Respondent’s ability to cooperate with other citizens, civil society and government to address the 15 issues
- Respondent’s ability to solve problems around each issue
- Respondent’s understanding of human rights regarding each issue
- Respondent’s ability to claim rights with respect to each issue
- Responsiveness of government officials relating to each issue.

The following chart provides a summary of the mean ratings recorded for each question relating to a specific ability, understanding or responsiveness on behalf of the respondent or the government in the context of each of the 15 themes. Two mean scores are provided: one for the baseline survey and one for the final evaluation survey. These questions were not introduced at the baseline stage. Responses to each of these questions were measured on a scale of 1-10, where 1 means ‘not at all’ and 10 means ‘very much’. The green color highlights statistically significant differences between the mean

score at the midterm and the final evaluation stages. The blue color highlights statistically significant differences between those who watched the drama with higher frequency and those who either did not watch at all or watched a few episodes. The red color signifies statistical difference for the two previous conditions: difference from midterm to final evaluation, and difference based on Dosage.

Issue	Respondent's Ability to Cooperate with Other Citizens, Civil Society and Government		Respondent's Ability to Solve a Problem		Respondent's Understanding of Human Rights		Respondent's Ability to Claim Rights		Responsiveness of Government Officials	
	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation	Midterm	Final Evaluation
1. Rule of law	7.40	7.98	6.48	7.53	7.20	9.17	7.01	7.70	4.90	5.94
2. Rape of women	8.02	8.12	7.59	8.00	7.78	7.87	7.76	8.27	5.27	6.78
3. Mob justice	6.26	7.27	5.75	6.91	6.55	8.34	7.90	7.46	4.45	5.72
4. Corruption	7.74	7.91	7.09	7.66	7.77	7.51	7.18	8.17	4.12	5.57
5. Economic divide	6.97	7.49	6.40	7.13	6.58	8.28	6.36	7.67	3.86	5.52
6. Drugs	7.73	8.17	7.22	7.91	7.51	7.65	7.17	8.11	5.05	6.38
7. Alienation of youth	7.83	8.45	7.37	7.86	7.25	8.34	7.21	8.05	4.91	5.78
8. Tribalism	8.16	8.72	7.55	8.06	7.89	7.99	7.43	8.21	4.51	6.16
9. Gender	8.10	8.53	7.60	8.12	8.03	8.67	7.72	8.45	5.70	6.89
10. Team work	8.25	8.78	8.15	8.74	7.86	8.52	7.82	8.37	5.08	6.27
11. Diversity	7.39	8.06	7.13	7.53	6.98	8.64	6.89	8.05	4.72	5.91
12. Good governance	7.58	8.41	7.24	7.79	7.34	8.02	7.34	8.30	4.25	5.82
13. Reconciliation	8.17	8.78	7.89	8.25	7.82	8.29	7.49	8.40	5.21	6.65
14. Trauma	6.98	7.73	6.75	7.28	6.96	8.47	6.91	7.52	4.32	5.59
15. Militias/Vigilante	6.56	7.25	6.16	7.11	6.35	7.61	6.47	7.26	4.69	5.59

The following facts emerge from the chart results, and from the demographic analysis conducted in relation with this chart:

1. Scores at the final evaluation stage represent only those who reported watching at least five episodes of *The Team*, while scores for the midterm survey include all respondents. This was necessary in order to determine the extent to which an effect of watching the drama with some level of frequency may be associated with any changes from the midterm to final evaluation stages.
2. Except for a handful of statements in the chart, all changes from the midterm to the final evaluation stage showed increase in the scores, indicating more positive attitudes on all themes.
3. All statistically significant changes from the midterm to the final evaluation stage were in the direction of increased positive attitude at the final evaluation.
4. Statistically significant differences based on “Dosage” were all in favor of those who watched the drama with higher frequency. These differences were prevalent for the first four categories.
5. There is no “Dosage” effect regarding all results related the category of “Responsiveness of Government Officials.
6. Demographic comparisons based on gender and age revealed rare sporadic differences. When they existed, the tendency was for males and those 36 years or older to report more positive attitudes.
7. Demographic comparisons based on location showed persistent tendencies among Naivasha respondents to report more positive attitudes especially when compared to respondents from Kibera, Kakamega and Eldoret.
8. Demographic comparisons based on profession showed that police respondents had a strong tendency to score higher (positively) on several items in the chart. This was often statistically significant compared to the scores of students, the unemployed and housewives.

The results above provide some of the strongest quantitative evidence in this research that *The Team* has succeeded in achieving its objectives. The statements above directly represented indicators and objectives in the Logframe. The statistically significant changes from midterm to final evaluation stage, the significant differences in favor of those who watched or listened to the drama regularly, and the consistency of results, all prove the success of *The Team* regarding the following indicators:

- 2.1. Evidence of increased ability to collaborate and problem solve around the themes dealt with in *The Team* and addressed in the outreach activities
- 3.1. Viewers interviewed and/or outreach participants demonstrate a desire to improve tribal and local relations, linked to viewing *The Team* and participation in outreach activities
- 3.2 Viewers interviewed and/or outreach participants demonstrate a increased level of skills/knowledge/ understandings of governance issues (related to themes)
- 5.1 Increase in citizens' perception that local officials have more understanding of human rights and their ability to claim rights for victims of rape, police impunity, ethnic/tribal, gender discrimination and mob violence, linked to viewing *The Team* and participation in outreach activities.
- 7.1 Interviewed viewers report enhanced responsiveness by government officials to cases of rape, police impunity, ethnic/tribal and gender discrimination

4.2.b. Awareness of Civil Society and Media Actions

Survey participants were asked to mention activities conducted by civil society and media outfits to address the issues mentioned in the chart above. Several respondents provided information on such action. It is notable that several directly related the civil society and media efforts to what was learned from *The Team*, or actually showed how *The Team* methods were applied in their own actions. The case mentioned earlier about how the 7th August Memorial Park uses *The Team* drama episodes and outreach facilitations model is a good example of the actions mentioned in the chart below.

<p>The Contribution of Civil Social Organizations and media outfits in dealing with the issues mentioned</p>	<p>Quotations</p>
<p>1. Organizing social events to get people together and Provide a venue for discussion</p>	<p>“Forum organized to air our views, workshops to inform them of their rights, interactive programs like <i>The Team</i>, improving infrastructure therefore reducing conflict e.g. at water points, latrines, health centers, or media programs that are addressing the issues being aired at crucial times, interactive media like call-in sessions.” #17</p> <p>“Organization forums like (<i>The Team</i>), calling for meeting” #136</p> <p>“platforms to discussion, platforms to push for reforms, set a place for rapid conflict resolution” #16</p>

<p>2. Pedagogic role in educating the youths and increasing awareness in communities</p>	<p>“By providing forums in educating the community...” #25</p> <p>“By sensitizing them on their rights, they have given people [space] to dialogue in forums and in the media help people to see things differently e.g. fist to five.” #26</p> <p>“Education through shows to help enlighten people, exposing the positive and negative incidences that happen in our society and how government is helping.” #30</p> <p>“Through programmers, through campaigns, through media” #39</p>
<p>3. Helping people in raising their voices, empowering citizens and focusing on gender issues</p>	<p>“Providing the constitution free of charge, providing contacts (phone numbers/emails) for dissatisfied citizen to raise their grievances, TV shows talks about the above issues to raise awareness e.g. self-protection, where/how to blow the whistle.” #28</p> <p>“Civil societies have had workshop on human rights, women rights and children right, sensitizing people on Katiba” #218</p> <p>“By using role plays on behavior changing communication through the media; training youths on conflict management drama on how to manage conflict with the community using TV, and football; movement within the locality” #219</p> <p>“Peaceful demonstrations on vices within our society, women empowerment” #532</p>
<p>4. Delivering social services and providing assistance to the government</p>	<p>“Building houses to those who were evicted during the post-election violence.” # 131</p> <p>“Civil society organizations hold meetings with citizens while the media uses advertisement both with an aim of educating the citizens of the country, they help the government enforce its laws especially when it comes to drugs thus freeing the youths from engaging in drugs” #135</p> <p>“The NGO's have built houses for us and brought us together in peace projects (rural women peace) where we all come together from different communities and work as a team to help each other” #153</p>

4.2.c. Focus Group Discussions on the Impact of Mobile Cinema on citizen groups and civil society

The following are summaries of focus group discussions that were conducted with mobile cinema participants as part of the final evaluation. The results focus on the effects of mobile cinema on citizens and civil society.

Effects of Mobile Cinema Screenings on People

In Mombasa, discussants said that *The Team* has sensitized youth on the importance of teamwork as Kenyans, the importance of dialogue & communication in resolving conflicts, and discouraging tribalism and ethnicity.

Eldoret discussants also said that watching *The Team* has encouraged team work and unity, conflict resolution through dialogue and the appreciation of what other people are doing. It gave people the confidence to face each other, understand other tribes and interact with them, share ideas and feelings which has an impact on moving on from the post-election violence experience and learning to trust other tribes.

In Kisumu Oyugis team Society Empowerment Program (SEP) was influenced by *The Team*.

Discussants in Kibera said *The Team* had enabled them to deal with emerging issues when it comes to the process of reconciliation and has also helped them form sports groups which have reduced tribalism.

Effect of Mobile Cinema Screenings and *The Team* Drama on Civil Society Organizations

In Mombasa, *The Team* has impacted the way CSOs are working in several ways. They are now concentrating on rape cases, encouraging people for dialogue and reconciliation, and organizing sports activities as a tool for peace promotion. Furthermore, it was also shared that Muslim Youth Alliance, influenced by *The Team*, is sensitizing people against the use of drugs.

The impact in Eldoret has given birth to groups like the DIVAS CHAMA and HIPHOP knowledge which provided a platform for different artists to help the community, take motivation speakers to schools and spread different messages like the risk of HIV/AIDS and the promotion of peace, etc. Other groups like Family Health Options Kenya have incorporated *The Team's* messages into their outreach programs.

In Kisumu, CSOs initiated governance project, peace in terms of implementation, helped identify gaps of engagement in terms of conflict transformation.

In Kibera, CSOs focus on issues that do not affect the Kibera residents. They view *The Team* as a competitor and have come up with their own agenda. Despite the fact that *The Team* is locally driven, there is no working relationship.

Specific Examples of Changes or Actions

In Mombasa, it was also shared that *The Team* has brought remarkable change especially to the youth in Mombasa that includes: launching of youth network in almost the whole of Mombasa that they can discuss and solve the issues faced by youth; carrying out ethnicity campaigns and training people on conflict management.

In Eldoret, it has affected the reasoning of group members and has encouraged groups to work together in organizing events like *The Change Nisisi* concert and attending World Peace Day walk

In Kisumu, specific examples that were shared as good practices due to influence of *The Team* are: Dissemination of the constitution of Kenya; civic education to Kisumu rural areas; handling rape case and violence on women; civic education to the Muslim community; women and young people empowered in leadership; referring women to collect birth certificate and mobilizing youth to participate in election

Discussants in Kibera say that *The Team* has enabled people to change the stereotypes of the community in terms of enlightening them to understand that some social amenities and Government services are an entitlement and not a privilege and thus they did not have to be corrupt to get these services. *The Team* changed the perception that youth do not have to be wealthy or to be bribed to become a leader. Another example shared was of Olando FC reformed to Mushimori FC. Team addressed the issue of inter-marriage. They now better understand that such decisions such as choosing a partner should not be based on tribal grounds.

The results above provide specific examples of what citizens view as “how CSOs and media outfits have provided them with improved ways to deal with issues raised by *The Team* and issues addressed by the outreach activities.” (indicator 6.3)

5. Discussion and Conclusions

A great success! Since it started, *The Team* in Kenya touched the hearts and minds of many, helped them to see issues of grave concern to them with constructive lenses, with the aim of effecting change on individual and institutional levels. In the process, *The Team* inspired openness, dialogue and engagement with one another to heal old wounds, and to build peaceful communities. *The Team*, by design, and thanks to its outreach activities, motivated individuals, groups and organizations to translate their inspiration by *The Team* into action on the ground. They took it on themselves to start up activities and projects aimed at re-building trust among their fellow Kenyans, channeling youth's energy in positive directions, and sustaining healthy dialogue on issues raised in *The Team*, and which resonate very much with their realities.

The main question that such evaluation is developed to answer is: To what extent can *The Team* take credit for much of the positive changes discussed in this final evaluation report? How can we establish with certainty that *The Team* caused, or contributed to, such constructive attitudinal and behavioral changes? There are several aspects to this question, and its response, based on actual data.

First, the Logframe design and evaluation plan had to be coordinated in ways that allowed for measuring the causal or contribution link between achieving the Logframe objectives and indicators, and the actual activities and processes of *The Team*. This was reflected in the design of several evaluation methods which were tailored around the Logframe objectives and indicators. The Logframe for this project was action-oriented; it was not content with only knowledge and attitude changes. This orientation dictated that the evaluation process seeks such actions and their link to *The Team*. For example, the case study approach which was to identify specific cases of action and transformation, specifically searched for a direct answer to the question of how much *The Team* contributed to such actions. It was not enough for the evaluators to detect cases of positive actions by citizens and organizations. The deeper investigation with all case studies was related to the degree to which *The Team* contributed to initiating and shaping such actions. As has been seen with the final evaluation and also at the midterm stage, especially the outreach activities led often to the proliferation of citizen, community and organizational actions. Youth formed football teams across tribal lines, following *The Team*'s model; schools introduced *The Team* facilitation model into their extracurricular activities; the 7th of August Memorial Park incorporated *The Team* model into its educational activities; community members formed reconciliation teams to help displaced citizens return back home.

In all these cases, direct links were established between *The Team* as a TV drama, its outreach activities, especially mobile cinema screenings, and the actual actions on the ground. Main objectives in the Logframe aimed at making “citizens become more effective at engaging constructively on governance issues at local level through increased knowledge and skills of collaborative problem solving,” and to see “strengthened capacity of partner CSOs to address governance issues in innovative ways.” The case studies discussed in this final evaluation report and in the midterm evaluation demonstrate that *The Team* succeeded in achieving such objectives due to its inspiring, relevant and constructive messages and processes.

Second, the public survey was developed to measure specific changes to citizens’ awareness, knowledge and attitudes on issues specified in the Logframe. The challenge was to develop the survey in ways that would allow for measuring with confidence the extent to which *The Team* actually contributed to specific changes. Two approaches were used to determine whether *The Team* contributed to such changes. First, the survey included specific questions which measured certain indicators developed in the Logframe, and directly asked participants if changes to these indicators were attributed to *The Team* drama or its activities. This was possible only with the final survey after survey participants had a chance to receive a sufficient dosage of *The Team*. The second approach was based on isolating the survey results for those who watched *The Team* regularly, and compare them to responses from the baseline and midterm surveys.

Both approaches produced outstanding results confirming, with statistical significance, that *The Team* indeed contributed to positive changes in respondents’ awareness, knowledge and attitude changes. The consistent significant differences between those who watched the drama regularly and those who did not on most statements such as “I worked with people from other tribes on community issues,” “I made positive changes to the way I deal with other citizens,” “I made requests to local officials for services,” “I can solve inter-tribal problems more efficiently,” and “I am familiar with my rights as a citizen” proved this point. This was especially validated as those who watched the drama clearly rated the change and attributed them to *The Team*.

Further, there were highly consistent results for the comparisons between those who reported at the final survey that they watched the drama regularly, and all respondents from previous surveys, on the following Logframe indicators:

- Respondent’s ability to cooperate with other citizens, civil society and government on issues addressed in *The Team*

- Respondent’s ability to solve problems around issues addressed in *The Team*
- Respondent’s understanding of human rights regarding issues addressed in *The Team*
- Respondent’s ability to claim rights with respect to issues addressed in *The Team*

For each of these indicators, the regular viewers of *The Team* significantly demonstrated more positive attitudes compared to respondents from earlier surveys, and compared to those who did not watch the drama at all or watched irregularly. The consistent statistical significant differences, always in favor of those who watched the drama regularly, provide a powerful evidence that the effect of *The Team* on such attitudes is real.

In this regard, it is important to mention that these same statistical tests showed that while the attitude about “responsiveness of government officials relating to issues addressed in *The Team*” has also changed positively in the final survey, that change seemed to cut across all groups of viewers and non-viewers of *The Team*. This means that there is no clear evidence that *The Team* contributed to such positive change in citizens’ attitudes about government’s responsiveness. The results here suggest that the views of citizens about government’s responsiveness have improved, but there is no clear attribution to *The Team* from this research’s standpoint.

In conclusion, the following are the main outcomes of this final evaluation:

1. *The Team* succeeded to a great extent in achieving the Logframe objectives on knowledge, awareness, attitudinal and action levels.
2. The success of *The Team* applied to citizens, community groups, and civil society organizations.
3. The dosage of watching *The Team* was the strongest predictor of attitudinal changes as expected with the Logframe.
4. Although the research proved an improvement in citizens’ views of governments’ responsiveness to issues addressed in *The Team*, there is no evidence that such improvement could be attributed to *The Team*.
5. The success regarding attitudinal changes was well proven qualitatively, quantitatively and statistically according to this research.
6. The success regarding actions by citizens, community groups and civil society was measured qualitatively, with sufficient spread across all regions where *The Team* activities took place.

7. Outreach activities, especially mobile cinema screenings, contributed directly to achieving the Logframe's action objectives. It is not evident from this research whether the drama by itself could have led to generating actions at citizen, community and civil society levels.