

**Knowledge
Management
for Policy
formulation:**

**The Most
Significant
Change Story
Model**

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Over view of the MSC model

The Most Significance Change model is a form of participatory monitoring and evaluation where many project stakeholders are involved both in deciding the sorts of change to be recorded and in analysing the data. The Most Significant Change (MSC) story model is commonly known as the 'story approach' since it captures changes through stories told by the beneficiaries in the project life cycle which gives evidence for assessment to support the development of policies.

How the MSC story model works

- It identifies unexpected changes which occur throughout the programme cycle and provides information to help people manage it.
- It is evaluative evidence that provides data on impact and outcomes that can be used to assess the effectiveness, efficiency, relevance and sustainability of the program and contribute to the development of policies at community, district and National levels.

Process

It involves all the program participants and stakeholders who decide on the sort of change to be recorded using ten steps :

Step 1: Raising interest

Step 2: Deciding on domains of change

Step 3: Deciding on the reporting period

Step 4: Collecting social change stories

Step 5: Selecting the most significant stories

Step 6: Feeding back results to key people

Step 7: Verification of stories

Step 8: Quantification of stories

Step 9: Secondary analysis and monitoring

Step 10: Evaluating and revising the system

Forms of MSC collection



- Individual interviews with listeners and others



Forms of MSC collection cont.



- Group discussions with beneficiaries to share their significant change stories.

Forms of MSC collection

- Community reporters, M&E staff, outreach staff write down unsolicited stories that they heard during field work in a community.
- Project beneficiaries, their club facilitators, hub staff, or community volunteers can write down their own stories and share them with others during meetings.
- Beneficiaries' letters may also provide some interesting stories of change.

Key considerations before the MSC collection

- Seek consent from the story source
- Request whether it is okay for you to share their story including their names and pictures with the wider network
- Information about who collected the story, who told the story, and when the events in the story occurred.
- A detailed description of the story itself – what actually happened.
- The MSC story should be written down as it is told (ie by consistently using the first person if the story is about a change that happened to the storyteller. **For example: ‘I started listening to the SSMK program regularly as I felt that the drama in SSMK was very closely related to me, my friends and my community’**).
- The description of the change that is identified as most significant should include factual information that makes it very clear who was involved, what happened, where, and when. It should be written as far as possible as a simple narrative that describes the sequence of events that happened.



CONSENT FORM

This standard consent form should be completed by children (and/ or their parents/ guardians) who may be involved in any photography, filming or interviewing organised by Plan – it is not applicable to those photographed or filmed as part of a large group or in the background. This form confirms that participants have agreed to be photographed, filmed or interviewed and permits Plan to use some or all of their image/ contribution/ performance in any publication (including electronic publications such as films or websites) created by or for Plan and to release this material to other parties. Plan owns all copyright to the photographs, films or written copy that it produces. The forms will be retained on file by the Plan office which organised the filming.

Purpose of recording/ photography/ interview:

.....

Date of recording/ photography/ interview:

.....

Country (including local Plan office details):.....

.....

1) I have agreed to contribute to or participate in the above recording/ photography/ interview.

2) I agree that some or all of my contribution/ performance/ images may be used by Plan and/ or its licensees in any media worldwide without restriction. I grant any licence that may be required for this under any applicable law or regulation.

Name:.....

Address/ community name:.....

.....

Signed:..... **Date:**.....

This form should be signed by all contributors who can read and write and are old enough to understand what they are agreeing to. Where the contributor is under 18 years of age, their parent/ guardian must also give consent.

I confirm that I am the contributor's parent/ guardian and agree to the above on behalf of the contributor.

Basic structure of the story

The completed story should have the following sort of structure :

Beginning (the situation before the change)

- What was their life like before they started listening to the program and the change happened?
- How did they begin listening to the program?
- How did they come to join the listener club?

Basic structure of the story

Middle (what happened):

- What happened after they started listening to the program or became involved in the listener club?
- What things did they learn about from listening to the program?

End (the situation after the change):

- What difference did listening to the program make to their life or the lives of others in their community?
- What was the one most important change in their knowledge, attitude, participation in activities etc (as per the questions related to the domains of change in the interview guide) as a result of listening to the program?

Basic structure of the story

Why is this significant?

- ◉ Why did they choose these changes in particular?
- ◉ Why are they important to them?
- ◉ What were the main things that enabled this change to happen?

End the story with their responses to the question about any negative impacts of listening to

the program and how the program could be improved.

Title of story: From Perpetrator to Rights Advocate

Name of Storyteller:	Benon Okeng	Title of story:	From Perpetrator to Rights Advocate
Sex:	Male	Date of story:	11 th July, 2012
Village and ward:	Atwingtwo village, Alebere parish, Barr sub county	Story Collector:	Julius Batemba
Profile:	Community volunteer, secretary for water committee (VHT), chairman school committee, youth leader, and chairman of the laity (Church of Uganda).		
Focus of story:	Land grabbing		
Project staff notes:	Benon is 40 years old, with S.6 level of education, and married with four children		

Does the storyteller consent to us using MSC story for publication? Yes No

Involvement with PRAAC project and what activities participated in

In November, 2011, during collection of community members' views (PLA), Angella called on the community members, after sensitisation on PRAAC project objectives, to select a trusted person living in the community to help link the members to Plan Uganda (PRAAC). She wanted a person who had at least completed senior four (S. 4). Community members elected me unopposed because of the services I render (used to coordinate other programmes-secretary water user committee-Lifeline International project, member of VHT, and youth leader). I was asked to make a speech and told the community why I thought I could manage the work. I accepted to work as a community volunteer.

Training or support received from PRAAC

Personally I have benefited from the training conducted by PRAAC project. Before training in human rights and laws, many people, me inclusive, used not to know anything about land laws; and did not know where to go when faced with land disputes. They used to lose a lot of money in land wrangles through corruption, but now they come to me and I give them free services. People demand for free services from police and police does not always ask for money as it used to do. Personally, I used to have a wrangle with my sister-in-law over land. I now know that the land belongs to the widow; and our relationship has even improved.

Changes that resulted from the training carried out by PRAAC project

- Land was given back to the widow
- Peace and harmony is prevailing
- The children are back in school
- I command respect in the community (role modal)
- I give free advice to community members on legal rights
- I have gained knowledge on human rights and laws.

The Most Significant Change.

When my brother passed away suddenly, the clan appointed me heir to his estate. People told me that I was the overall boss to use the land. The sister in law refused me to use the land, so I chased away the widow from the land and started using it for farming to get money which I never shared with my late brother's family. After being selected as a community volunteer, Angella invited us for training in human rights and laws. The training was for five days at Garden Inn in Lira town. I learnt land laws and human rights; and then realised that chasing my sister-in-law from the land was breaking the law. I did not understand the right given to me by the clan leader. I used it wrongly. I came and told her that I was breaking the law and informed her that she was free to use the land and can only consult me if she wanted to sell or rent out the land. At first, she thought that I was going to punish her as I used to. She did not trust me. But I used polite language and calm voice; and she realised that I had changed. Now the relationship is very fine. She only informs me when going to hire out the land. She even asks me for help to dig for the children. I'm now even paying school fees for my late brother's daughter. She now knows that I have no bad attitude. I have given her responsibilities over the land. Training has changed me and I know that the heir does not mean breaking the law (taking land by force). I still use the land but after asking for her consent; not forcefully as I used to do before PRAAC training in human rights and laws. The change has made me respected in the community and community members trust and consult me. It has really empowered me. You know when you have no knowledge you use force, but I now convince and advise them.

Why did you choose this particular change? Why is it significant to you?

Behaviour is what determines your future and the future of your children. Training has made a fresh start in my life and future of my children. A good name is better than the wealth you possess. The future will be brighter than before. There is peace; and I'm a role model to community members. This will make more people change and uphold rights. It's more rewarding to live positively; to create peace and harmony in the community; and not to abuse people's rights.



Thank you!