

IMPACT MEASUREMENT & ASSESSMENT:

HOW DO YOU KNOW IT'S REALLY WORKING?

The SIE Society team presents a roadmap to measuring and evaluating social impact entertainment.



CHRISTINA LINDSTROM
Head of Impact Measurement
& Assessment



SUSAN KRENN
SBCC Key Advisor



FRANK CONNELLY
Head of CSR

PRESENTED BY:

SIE SOCIETY
WAVES

Intended Key Takeaways

1. Where to start on the road to **measuring impact**
2. We may be in **different fields**, but we all have the **same goals & objectives** in regards to impact
3. Corporate, non-profit & NGOs working with Social Impact Entertainment can **converge resources** and **further scale impact.**

“Impact in Entertainment” Measuring Impact One-Pager

1. Film Impact
2. Corporate Social Responsibility
3. Social & Behavior Change Communication

IMPACT IN ENTERTAINMENT

A roadmap to measuring and evaluating social impact entertainment.

1 DEFINING IMPACT

It is important to define your **impact goals** in the beginning of a project so that you know exactly how to measure and assess it. This includes defining your **impact budget** too, as you will need to allocate funds to support your impact goals. It is helpful to create a theory of change to make it clear what you would like your film to accomplish.

2 MEASUREMENT

Effectively measuring the impact of your film helps determine the **real world effect** it has had on the hearts, minds, and behaviors of your audience. Certain measurement methods will help you qualitatively evaluate your impact for items that cannot be measured in numbers. An evaluation plan and measurement tools should be put in place from the onset of the project.

Measurement Methods

- content analysis
- social media analysis
- focus groups
- interviews
- surveys
- web crawlers
- viewer data

3 IMPACT REPORTING

After you have completed your measurements, refer to your original impact goals and theory of change to **analyze the data** and **report impact**. Ask questions about which audiences you have reached, what kind of traction your film received in schools, government and other influential sectors, and how your film's resources have served local communities. By looking at the data against the original goals, you can determine your impact success.

top resources for further reading:

The Impact Field Guide, Doc Society
SBC How-To Guides, Compass
Designing a Social & Behavior Change Communication Strategy, HCCC

WHY MEASURE IMPACT?



Who We Are:

A Center within **Johns Hopkins** established to recognize the crucial role of communication in public health.

Mission:

To inspire and enable people around the world to make healthy choices for themselves and their families.

What We Do:

- Implement evidence-based, people-centered, and results-oriented **Social & Behavior Change (SBC)** programs
- Related to **Strategic Development Goals (SDG's)**: Maternal & Child Health, Family Planning, HIV, Malaria, Water and Sanitation, Gender, etc.

SBCC TO ENTER-EDUCATE TO MEASURING IMPACT

SBCC is the **intentional process** that seeks to **understand & facilitate** change in behaviors, social norms, and the contexts that drive them

- **Program Characteristics:** grounded in context with clear objectives (behaviors, norms, audiences); design informed by research & theory; multi-channel and multi-level
- **SBCC Program Objectives:** provide critical information; increase understanding of risks & benefits; inspire dialogue & reflection; address concerns & rumors; catalyze action (behavior); and influence public opinion & policy
- **SBCC Program Impact Measurement:** embedded in design: we know what we want to achieve, how we plan to get there, and how we will measure what we achieved

SBCC TO ENTER EDUCATE (EE) TO MEASURING IMPACT

EE or SIE is one of the approaches within our SBCC programs

- **Entertainment:** holds the attention of the audience, engages emotion & stimulates senses
- **Education:** encourages & enables a person to develop and grow; enriches, enhances our knowledge and our life



Live Roadshows in Uganda which were part of the GoodLife Campaign with some corporate sponsorship from Toyota.

SBCC TO ENTER EDUCATE (EE) TO MEASURING IMPACT

EE/SIE approach:

- Takes advantage of the pervasiveness & popularity of entertainment
- Uses drama, music, or other communication formats that engage the emotions to inform audiences & change attitudes, behavior, and social norms
- Presents role models who can discuss challenging issues or adopting healthy behaviours
- Depicts personal situations & relationships that are meaningful to the audience
- Are commercially viable, where possible
- Focuses on quality of production



Bol is a full-length dramatic feature film that deals with reproductive health and gender issues, directed by the well-known Shoaib Mansoor. The film was released commercially and became the highest grossing film at the time in Pakistan. Guidance for the topics and content was provided by a USAID project.

CASE STUDY: INTERSEXTIONS

A TV drama that portrays the HIV pandemic, by portraying characters' choices and conflicts, while giving them the tools to reduce HIV transmission

Related local radio programs; dedicated *Intersextions* website with a regular blogger; facebook page with hosted discussions by a sexologist; Twitter account



The South African TV drama series Intersextions showed how people's sexual lives were intertwined. Other media platforms were used to amplify the content and catalyze dialogue around the show's messages.

curious?ictures



DEFINING IMPACT

The approach to measuring the impact of the show was based on clear behavioral objectives identified as part of the design phase.

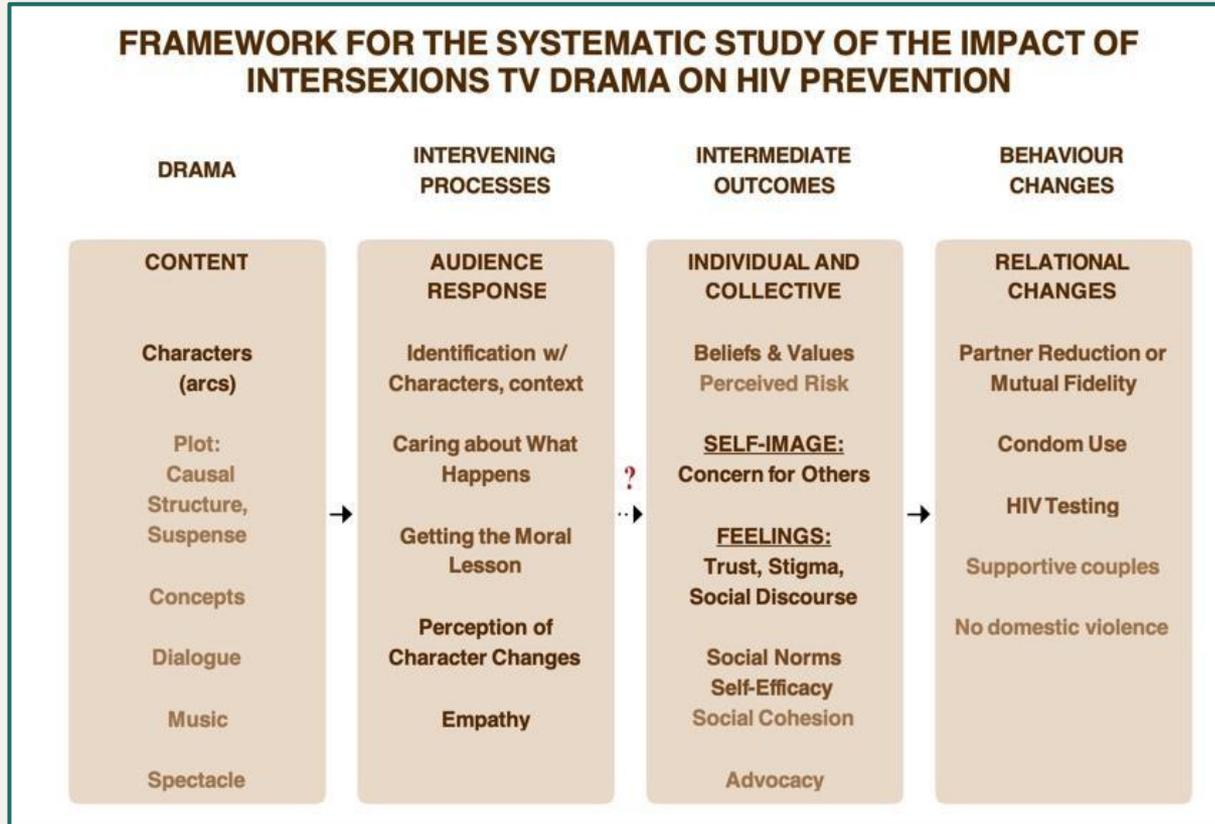
Design of TV drama informed by:

- High HIV prevalence (16.9% among 15 – 49 year olds 2009 (HSRC Survey
- HIV infection primarily heterosexually driven. Key driver of epidemic is multiple sexual partnerships (MSPs)
- Findings from National Communication survey and other formative research

Behavioral Objectives (men and women 18-35 years old)

- Increase uptake of HIV counseling and testing
- Increase open and honest discussions within relationships
- Increase people's awareness of risk within MSPs
- Reduce the number of sexual partners
- Increase and maintain condom use
- Reduce level of alcohol consumption

MEASURING IMPACT



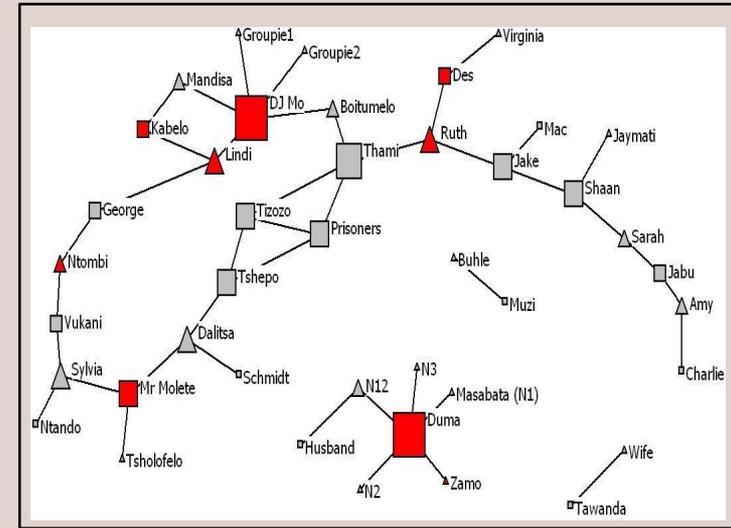
This framework illustrates the hypothesis on how viewers would respond to the drama, how they would interpret and make meaning from the stories, and ultimately the behaviors they would take as a result of this engagement with the drama.

THE INTERSEXIONS DRAMA

2	(Previously) DJ Mo and Mandisa are in love. She manages his skyrocketing career. He can't handle fame and sleeps around. Mandisa dumps DJ Mo and leaves Durban for Joburg when she finds him sleeping with social climber Boitumelo. DJ Mo then dumps Boitumelo.	Dramatic issue Disempowerment	Educational objective(s) To encourage men to think about their motives for playing the field.
		Controlling idea When a disempowered man falls for false admiration he is at risk.	Lessons If you try to deceive your lovers you could lose them all. Having multiple partners exposes you and others to the risk of HIV infection.
3	Boitumelo and actor Thami become lovers. He promises her a movie part. She is unaware that "sugamama" Ruth finances his luxury lifestyle. The couple and Tshepo's friend, Thami, take a trip. Ruth learns Tshepo is cheating and cuts off his credit. Unable to pay, they defraud an hotel and the men are arrested. Boitumelo is left heartbroken.	Dramatic issue Deception	Educational objective(s) To show how the desire for status and material wealth can be empty ambitions that can lead to disappointment.
		Controlling idea The worst form of deception is self-deception.	Lessons If you don't have self-worth, you have nothing. Transactional sex destroys self-esteem.
4	Tshepo and Thami both fall foul of gangs in Polokwane Prison and are raped by the gang leader. Their friendship shatters. But still Thami tries to defend Tshepo and as a result is brutally gang raped. He commits suicide. Tshepo leaves prison a broken man.	Dramatic issue Friendship	Educational objective(s) To highlight high-risk sexual behaviour in prisons.
		Controlling idea For friendship to survive, it has to grow.	Lessons One small bad decision can have serious consequences. Prisoners are often ordinary people. Even in the harshest of worlds, people can find humanity.

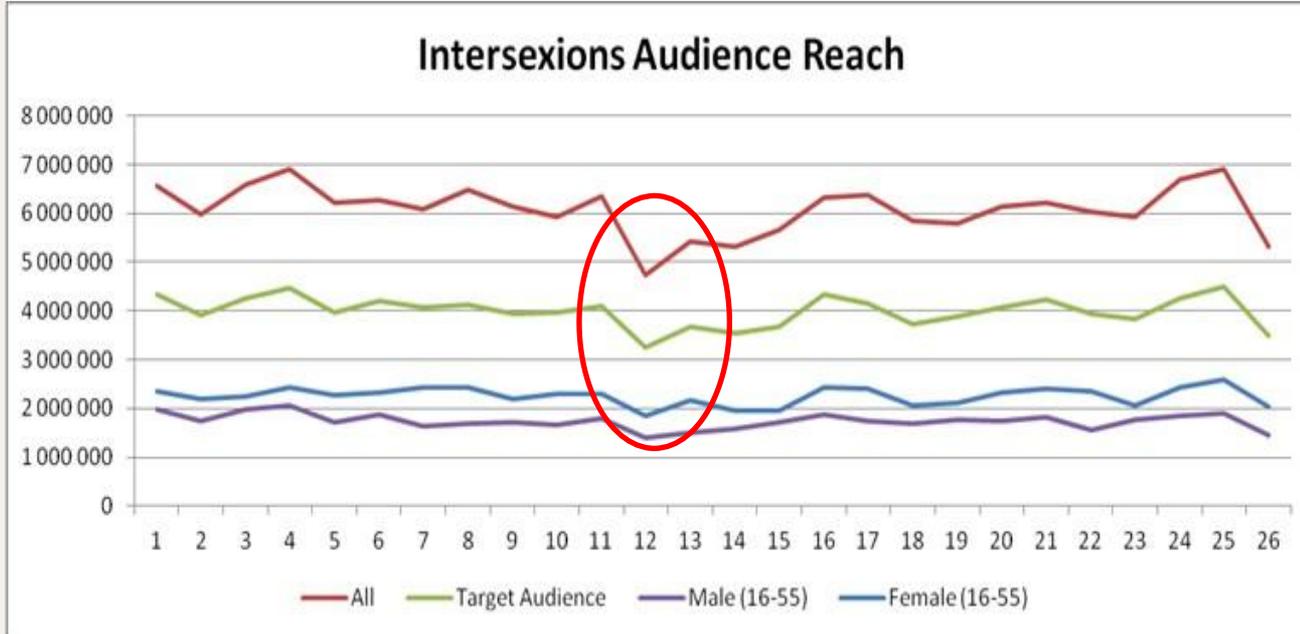
Each episode was carefully crafted to balance the creative and dramatic storyline with the educational objectives.

- **Premise:** our lives are interconnected. As soon as we have sex we are locked into a network that connects us all
- HIV takes root and spreads in the fissures and cracks within relationships
- Each week's episode told a unique story that showed how characters connected across the network. The audience could engage on topics without overt HIV and AIDs messages



MEASURING IMPACT: QUANTITATIVE

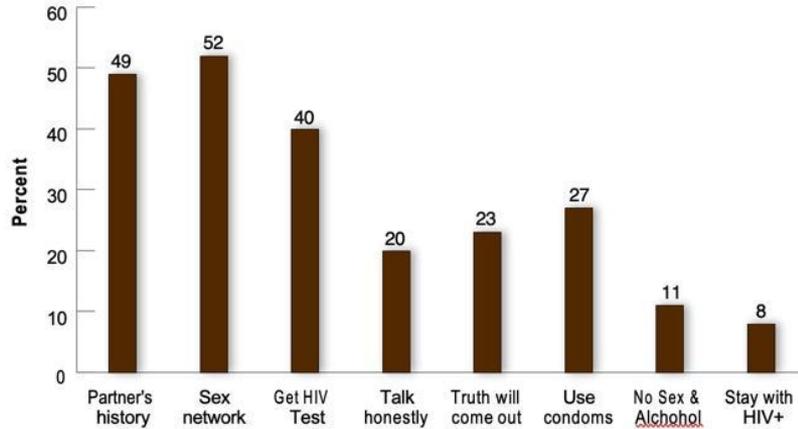
Audience exposure is critical to impact. Typically, the greater the exposure, the greater the impact.



Television - 3,424,571 viewers on average per week. Audience share ranged from 47-57%

MEASURING IMPACT: QUANTITATIVE

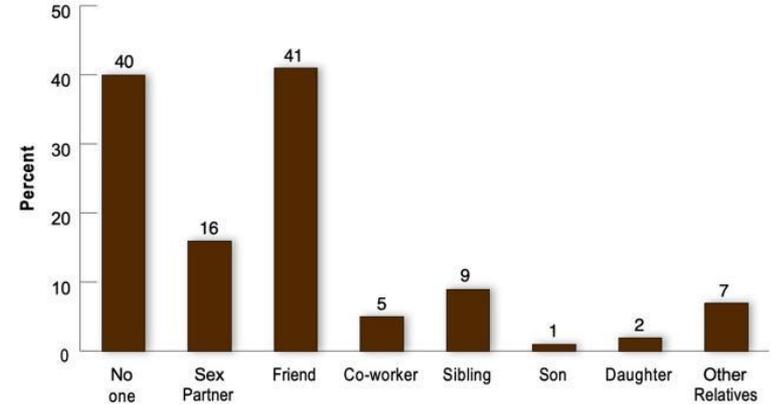
Figure 7: Lessons viewers learnt from *Intersexions* (unaided)



Lessons learned by viewers

n= 3,658 viewers; equivalent to 9,042,421 men and women aged 16-55 years. Weighted data.

Figure 9: People with whom viewers of *Intersexions* discussed the drama series (unaided)

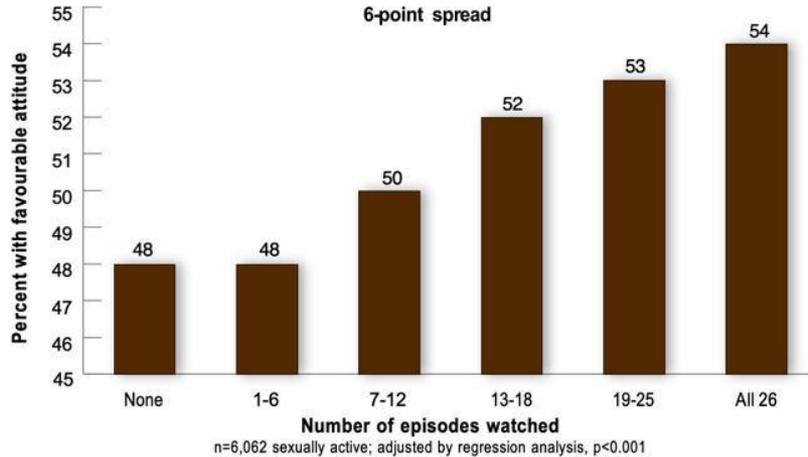


n= 3,658 viewers; equivalent to 9,042,421 men and women aged 16-55 years. Weighted data.

Survey respondents identified specific lessons they had taken away from watching the *Intersexions* series, as well as discussions they had with others after viewing.

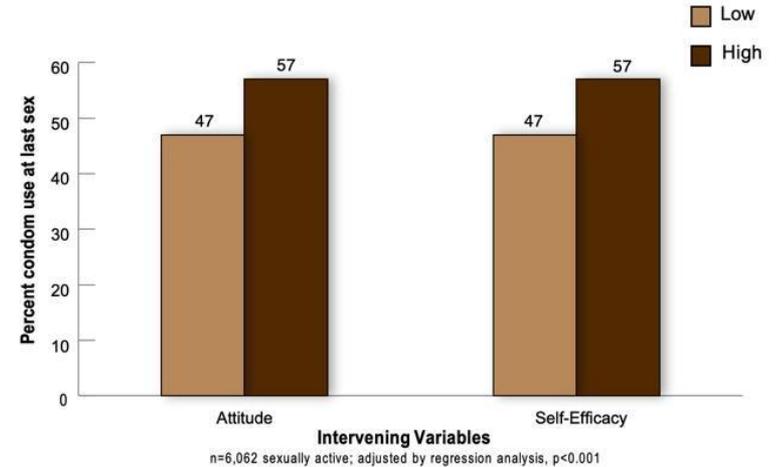
MEASURING IMPACT: QUANTITATIVE

Figure 10: Favourable attitudes towards condom use by level of exposure to *Intersexions*.



Both positive attitudes and a strong sense of efficacy translated into higher levels of condom use. (Figure 12)

Figure 12: Condom use at last sex by attitude to condoms and self-efficacy



**The more shows that were watched the more favorable attitudes were towards condom use.

**The more favorable attitudes were towards condom use the more likely someone was to have used a condom at last sex

MEASURING IMPACT: QUALITATIVE

- *“Intersexions not only met most of its educational objectives in terms of messaging but also “communicated meaning beyond these objectives”.*
- The concept of sexual networks and their risk in terms of HIV infection were widely understood and absorbed. In addition, many viewers were able to identify a range of risk behaviors and gained new insights into the nature of HIV”.
- *“...cause after watching it you want to go and test... Although I have changed (and) I always use a condom, but there was a guy and we did it without a condom. To break those “what ifs” you need to go and test. Seriously I did go.”
(female 30+, peri-urban)*
- *“Me and my boyfriend now we are free to talk about everything... there is this bond that each and every moment we have to talk about what we are facing.” (female, rural)*

REPORTING IMPACT

Why it Matters - All Stakeholders are Responsible to Someone

- **Program Managers** - need to know what worked and what didn't in order to re-program and improve outcomes
- **Donors & Sponsors** - provide funds for to address an issue or cause and need to know that their investment had impact (Return on Investment)
- **Partners** - creative & strategic partners want to know the contribution they have made

**WORKING TO MAKE AND MEASURE
MEDIA THAT MATTERS CAN BE....
*TRICKY***

That's where See Change comes in.

We help good people do good **better.**

Who We Are:

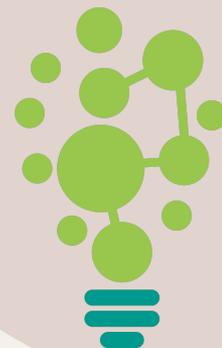
See Change is a research institute devoted to *studying and shaping behavior change programs* for the greater good.

Mission:

We believe that media makes a difference. And we view our job as those individuals that *prove and improve* how media matters.

What We Do:

We're currently working on projects to build a culture of health in Detroit through *participatory filmmaking*, exploring *intersectional representation* in popular media and brainstorming ways to make *media literacy* a greater part of American public education.



DEFINING IMPACT:

Case Study: Growing Up Coy

Campaign Goals:

1. Increase general understanding of the transgender experience of children, particularly among parents and school officials
2. Create inclusive environments and policies for children in schools, through relationships and activities with PTAs, school boards and community centers
3. Prevent or repeal bathroom bills in targeted states by partnering with organizations that have parallel legislative goals



SOCIAL IMPACT AND ENGAGEMENT CAMPAIGN

About the Film

Growing Up Coy is a feature-length documentary about a young Colorado family who engages in a highly publicized legal battle and landmark civil rights case, as they fight for their 6-year-old transgender daughter's right to use the girls' bathroom at her elementary school. The film asks a universal question that any parent could face: How far would you go to fight for your child's equal rights?

About the Campaign

The social impact and community engagement campaign for *Growing Up Coy* seeks to increase understanding of the child transgender experience among parents, schools and the larger community. Through targeted screening and advocacy campaigns in select states, the campaign aims to create a safe and inclusive environment for transgender children and their families.

Campaign Goals

- Increase general understanding of the transgender experience of children, particularly among parents and school officials.
- Create inclusive environments and policies for children in schools, through relationships and activities with PTAs, school boards and community centers.
- Prevent or repeal bathroom bills in targeted states by partnering with organizations that have parallel legislative goals.

Campaign Partners

The campaign does not plan to reinvent the wheel, but rather to partner closely with organizations who are already generating awareness around the child trans experience and bathroom bill policy, using the film as a strategic convening tool.

Growing Up Coy filmmakers have established key partnerships and potential partnerships with the following, who will play a pivotal role in guidance for the campaign:

- ACLU
- Anti-Violence Project (AVP)
- Campaign for Southern Equality
- The Center for American Progress
- Equality Foundation
- Gender Spectrum
- GLSEN (Gay Lesbian Straight Education Network)
- GSA Network
- LAMBDA Legal
- PFLAG
- Trans Youth Family Allies (TYFA)



HOW FAR WOULD YOU GO TO FIGHT FOR YOUR CHILD'S EQUAL RIGHTS?

"...a personal and powerful look at one girl's fight for equal rights."
- New York Times

@GrowingUpCoy
growingupcoy.com
growingupcoyfilm@gmail.com



MEASUREMENT Case Study: Growing Up Coy

The film especially moved Adamalis Vigil because her family is in the middle of a similar fight with her daughter's elementary school.

She said that seeing films like *Growing Up Coy* and having these conversations are important:



“It empowers children like my daughter to know their rights and know what they stand for, to educate them ... Most of these students lack that knowledge. It’s empowering our students.”

- Adamalis Vigil

IMPACT REPORTING

Case Study: Growing Up Coy

SCREENING REPORT

MARKET: Florence, Alabama

DATE: 4.30.2018

TIME: 6:30pm – 9:30pm

TYPE OF SCREENING: Community screening and panel discussion

THEATRE: 116 Club, Florence AL

COVERED BY: Callie

ATTENDANCE/SEATING CAPACITY:

Attendance: 38 / Seating Capacity: 50

NGO PARTNERS? Shoals Diversity Center, PFLAG Shoals and Equality Alabama

Who and what role did they play?

- Being able to share the impact of events and engaged conversations helped establish community & keep us inspired.
- Can use these for future grants & applications, able to tell stories in more evidenced way in having that data

KICKSTARTER

3 days left!!! Help us reach our stretch goals and hit \$20k...Alabama Kick-off!

Posted by Eric Juhola (Creator)

We have been overwhelmed by so many friends, supporters and strangers from all over the world who have pledged to join us on bringing this tour to life! **WE WANT TO HEAR FROM YOU.** if you have a story to share, want to chat with us, or have ideas on where this tour can go, we are all ears. Thank you for helping us shape it.

WE HAVE EXCITING NEWS: Now that we have screened in Texas, we are kicking off our Alabama tour on **March 30 in FLORENCE, ALABAMA** with local partners are [Equality Shoals](#), [Equality Alabama](#), [Shoals Diversity Center](#) and [F/Stop Film Fest](#). We'll keep you posted as this screening and community tour continues to roll out and bring you stories from the road - all thanks to your pledge.

INTERVIEW SPOTLIGHT: One of our favorite writers Danielle Szolzy also interviewed Eric the other day. [Check out the interview here!](#)

CORPORATE SOCIAL RESPONSIBILITY COMMUNICATIONS

Origin Story: Arising out of globalization, CSR started out as risk management/mitigation, crisis management and narrative control.

Compliance Era: As companies sought “compliance” using a range of reporting guidelines, a new breed of tech enabled conscious consumer was emerging who would eventually drive conversation.

2020 Tipping Point: Changing the color of your logo can be labelled a cause-wash; and not taking stands on social issues without metric underpinning can lead to ‘cancellation’. Brand SIE is now the growing norm for authentic storytelling, but truth is, corporations were never built for this.

CSR: SIE TO REPORT IMPACT

CSR FORM 1

Using Entertainment to Communicate Progress

- **ESG and SDG Reporting** is more effective
- Content can be curated to stakeholders
 - **Internal** (employees and executives)
 - **External** (consumers and industry)
- **CSR:** You can't manage what you don't measure.

Other Metrics to Watch

- **“Vanity” metrics:** gross unique views
- **“Trust” metrics:** consumer/ industry loyalty (SBCC)
- **“Retention” metrics:** employee loyalty
- Connection with sectors: eg. “Millennials”



Heineken hired Dutch R&B artist to create a video on sustainability.

CSR: SIE TO MAKE AN IMPACT

CSR FORM 2

Using Entertainment to Communicate Values

- Story that aligns with company values, mission or “purpose” statement
- Usually involves a brand supporting a mature program that already making impacts that can be amplified.
- **The CSR-SIES Trifecta Partnership:**
 - An SIES producer & cause marketer
 - A brand with permission to support issue
 - An authentic cause (nonprofit) that could benefit from brand financing a long form “humanizing” treatment.

Metrics:

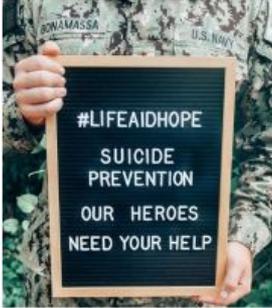
- Change in issue perception. Awareness
- Increased “support” - How? Realistic?



CSR: METRICS & VALIDATION OF SIE BRANDED CONTENT

Digital Footprints: Quantitative vs. Qualitative Calls to Action

- Campaigns that Pull and Point Engagement



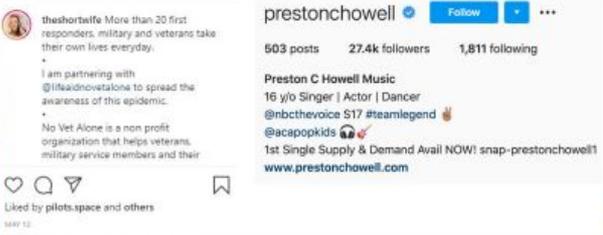
CASE STUDY

Brand Objective

Life Aid wanted to raise suicide awareness for Military, Veterans and First Responders during the month of September (Suicide Awareness Month) and promote their TV Special, Life Aid: a Story of Hope... Life Aid provides critical medical and emotional support to those on the front lines. The team needed to drive more donations to their campaign through influencer marketing.

Our Solutions & Tactical Approach

We used our technology to reach out to influencers to raise awareness of this epidemic and promote the airing of their TV Special... Influencers were given the opportunity to participate for free or for \$20. After being selected, influencers encouraged their followers to donate to the campaign through creative signs, videos and pictures and posted about the TV special on Discovery, Science Channel and American Heroes Channel.



Success Metrics & ROI:

- 94 Submitted Applications
- 12.7 Million Estimated Reach
- 68 Selected Influencers
- 13 Free Participants
- 55 Paid Participants
- 58 Total Stories
- 99.45K Estimated Each
- 53 Total Posts
- 12.18K Total Likes
- 556 Total Comments
- \$1,000 Incentive Budget

CSR: THE BRAVE NEW WORLD OF PUSH & PULL MEDIA

Content First Approach:

- Think like a content creator. A Storyteller.
- Long form is cracking the code of “authenticity”
- Brands letting the cause shine ahead of logo
- Streamer need for content driving brand first

Quality Metrics

- Just like CSR Reporting, companies want evidence of performance. “**Impact ROI**”
- Digital distribution can be creative to reach target audiences using big data and detailed impression data.
- Create story with **inspiration-to-activation** pipelines to measure impact.



- *Farmed and Dangerous on Hulu*
- *Ben & Jerry's ads and 2 songs with 20 million views on YouTube*

Become a member at:

www.siesociety.org

Have any questions? Contact us at:

info@siesociety.org