

Social Assessment

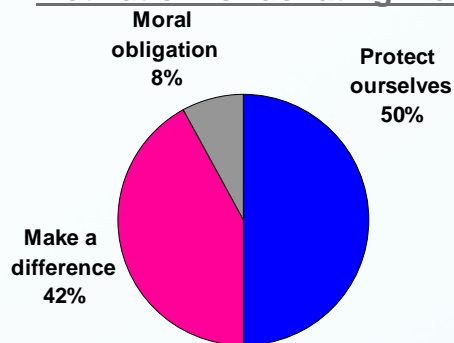
A new framework for program evaluation and monitoring

The Millennium Development Goals have opened up a two way street between donors and beneficiaries and has provided for a need to look at social development assessment from a new perspective – the perspective of beneficiaries. Terrorism, Avian Influenza, Trafficking and SARS are not problems in some far away poor country; they are examples of global problems that potentially could affect anybody. As a result of this, donors are becoming increasingly concerned about the performance of social development programs and initiatives. There is increasing pressure to see clear evidence of behavioural change – sustainable behavioural change.

In Mid 2008, TNS carried out a short on-line survey with donors in Luxembourg and found strong evidence to suggest that at least one in two donors are becoming anxious. Less than 10 percent of donors see donations as a moral obligation in contrast to 50 percent who donate as a way to protect themselves from problems that potentially could affect them. A further 30 percent said that self protection is more relevant now compared to 10 years ago.



Motivation for donating money ?



| Are those views more or less relevant today compared to 10 years ago ? (Nett result: Those saying 'More') | |
|--|------|
| Problems do not affect us directly but we have a moral obligation to make a contribution | 0% |
| There are so many problems in the world, if we all contribute we can make a difference | +18% |
| Problems are affecting us all and we need to solve the problem to protect ourselves | +30% |

Measuring behavioral change in a social context has puzzled researchers for years. With over two decades of experience in the area of stakeholder management, TNS has developed a new model of thinking for evaluating social development programs and monitor behavioural change. The Social Assessment Framework has been used to evaluate the Tsunami relief effort in Aceh; to assess behavioral change communication in Vietnam, Cambodia and Laos; and to monitor behavioral change in relation to avian influenza prevention in Indonesia.

Having seen the results using the framework, a major aid organization had this to say: "Behavioral change is probably the single most difficult objective communicators are asked to undertake. How beneficiaries regard the campaign is often overlooked. The social assessment framework allows us to learn from the beneficiary's perceptions in order for the program to be more effective. We start a dialogue where we make the beneficiary an active participant in the process"

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