

2007 PRM POST-IMPLEMENTATION STUDY: FINAL REPORT

Since 2003, Search for Common Ground has been working in coordination with the UNHCR to introduce and implement a mass information campaign supporting the information needs of refugees returning to Liberia from Guinea, Sierra Leone, Côte d'Ivoire, Nigeria, and Ghana. As an extension of these efforts, SFCG has implemented a 12-month campaign with the support of the U.S. Department of State's Bureau of Population, Refugees, and Migration (BPRM). This initiative, lasting from September 2006 to September 2007, was focused on **supporting the final phase of facilitated repatriation** and measured on the study of five indicators. The goal of this post-implementation study was to compare results of the campaign against the baseline in these areas:

- Information needs and sources of information of refugees
- Refugees' level of trust in these information sources
- How informed refugees were about what was happening in Liberia while they were living outside of the country
- Their awareness and opinion of *Situation Report*, *Home Sweet Home*, *New Life New Hope* or other SFCG mass information activities
- The effectiveness of SFCG's activities in helping refugees to decide to return to Liberia

To understand these five core areas, the evaluation team employed a number of data collection tools including surveys, key informant interviews, and focus group discussions. The research was carried out in six different locations, each of which were chosen on the basis of having a large number of returnees and being relatively accessible.

SFCG EFFECTIVELY DISSEMINATES KNOWLEDGE ON REPATRIATION

The first indicator measured against the baseline was "25% increase in the number of persons who are able to discern between correct and incorrect statements about the repatriation programs." To measure this indicator after campaign implementation, respondents were asked whether they agreed that SFCG's multi-media production studio Talking Drum Studio provided true information on the repatriation process. **94% of respondents said they strongly agreed or agreed that Talking Drum Studio had provided truthful information on the repatriation process.**

SFCG INCREASES TRUST IN INFORMATION PROVIDED

The second indicator was a "25% increase in the number of refugees who trust the information SFCG provides concerning UNHCR programs and activities." Ultimately, there was a 42% increase, far surpassing the 25% target. Specifically, respondents were asked if they listened to Talking Drum Studio (which included the programs *Situation Report*, *Home Sweet Home*, and *New Life New Hope*) and if so, whether or not they trusted the information provided.

Respondents also noted that, by far and away, the most important information they received on TDS programs was regarding security in Liberia.

"Not for me to say if these programs were truthful, I want to believe that these programs are truthful because Talking Drum is a respected organization, so they will not just get up and put lies on air."

-Key Informant, Nimba

SFCG HELPS REDUCE LAND CONFLICT ISSUES

As a result the information campaign, returning refugees handled land conflict issues in a far more peaceful way than they had originally thought prior to the campaign. More specifically, respondents were asked in the baseline report how they would handle conflicts of land upon return, 68% stating they were prepared to peacefully negotiate property reclamation. Ultimately, **87% handled the situation peacefully**, exceeding the target of 85%.

CONCLUSIONS

Based on progress in the five key indicators, it was concluded that SFCG was highly effective in their efforts to ensure that refugees were aware of their options regarding repatriation and the current situation in Liberia. Furthermore, drama was found to be the most effective information source with a 91% listenership rating amongst respondents and 95% of those listeners saying the information they received from drama was good or excellent.

Source: This document is a summary of, and taken directly from “PRM Post-Implementation Study: Final Report.” A copy of this document can be acquired at <http://www.sfcg.org/sfcg/evaluations/liberia.html>, or by contacting Nick Oatley, Director Institutional Learning at Search for Common Ground at noatley@sfcg.org

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