The Team: Kenya

Midterm Evaluation Results

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Executive Summary

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) 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.”

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.

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1 From: SFCG’s Inception Report
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 TV. The first season of the drama, containing 13 episodes, was aired on Citizen TV from June-September 2009. Shortly after, the radio series was broadcast twice a week 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 8 regions 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.

The midterm evaluation was based on five dimensions:

1) A comparative research between baseline data and midterm data;

2) A comparative research between citizens based on *The Team* “dosage” to which viewers were exposed;

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 by social networking tools: SMS or posted on *The Team’s* website and Facebook; and,

5) Focus Groups to assess the effectiveness of mobile cinema screenings.
KEY RESULTS

Reach
A central objective of the television and radio series was to reach a mass audience and particularly influence attitudes of 15-35 year olds.

- **The Team** was rated among the most popular shows on Citizen TV with a viewership of 2.8 million which translates to a 25 ratings share. Citizen TV is the highest rated broadcaster in Kenya with 74% of the viewing audience tuning in.

- In addition, the episodes on radio Jambo had a listenership of 270,000 Kenyans. Young males ---15-35 – the target demographic was the largest listenership.²

- Almost three-quarters of respondents reported that they watched or listened to **The Team** (73.1%)

- Almost 40% of respondents reported that they watched all thirteen episodes of the first season

Effectiveness in addressing the themes
Survey participants were asked to rate the extent of media coverage for fifteen issues that were addressed in **The Team**. The second part of the question evaluated the effectiveness of the media coverage regarding these themes. In the baseline study, questions were directed at the media coverage of the themes while midterm evaluation questions related specifically to **The Team**’s coverage of the same issues. Participant perceptions of **The Team**’s media coverage surrounding these issues were overwhelmingly positive in comparison to other local Kenyan drama coverage; for 13 of the 15 identified issues, results were statistically significant indicating higher scores in the midterm evaluation. Similarly, **The Team**’s media coverage of virtually all issues was perceived by survey participants as being more effective than that by other local Kenyan drama; responses from the midterm survey showed higher levels of effectiveness than ratings received in the baseline survey for the rest of the media. **Key findings include:**

- Survey participants were able to identify tribalism/tribal differences as a main issue addressed in **The Team**, followed by tribalism, corruption, gender equality, teamwork, drugs and alcohol abuse

Almost two-thirds of respondents said that these issues affected them ‘very much’ (64.2%). Almost all respondents said that The Team was effective in addressing these issues (97.7%). Just under a third stated that The Team was ‘very effective’ in the way that they were addressed (29.2).

The reasons provided by respondents for such positive impressions can be categorized into six different groupings, namely:

1. The Team resonating with aspects of daily life in Kenya;

2. The Team stimulating learning and reflection, or changing viewpoints on certain issues;

3. The Team providing knowledge of how to solve some of these problems;

4. The Team handling of the issues;

5. The Team’s success at triggering subsequent movements, particularly among youth; and;

6. The programming’s effectiveness in reaching a wide population.

Outreach Activities: Mobile Cinema Screenings

The mobile cinema screenings have been an integral part of the project. Since its inception, The Team as a project relied on mobile cinema screenings to trigger discussions that would inspire citizens to take positive action. The actions are wide-ranging. Some groups might organize cultural groups across tribal lines, others might work on ways to improve relations with local governance or the rule of law, e.g. how to work better with police. The screenings were conducted in all seven research locations. In order to assess their effectiveness, the researchers conducted focus groups with participants in all seven locations. Key findings include:

• The screenings changed the attitudes of many who participated in the screenings; many reported being more open and accepting of others, particularly from other tribes. The sharing of experiences and ideas through discussion after the screening by the diverse group of participants, both in terms of gender and tribes proved to be an essential aspect of the mobile cinema screenings because this type of public forum is rarely seen in these communities.
Almost all focus groups participants stated that it gave participants the opportunity to learn from the experiences of others and come together to form a team with people of both genders and from different tribes, as well as among people affected by violence, perpetrators of violence, and witnesses.

The mobile screenings were important in reaching a wide spectrum of people in remote areas without access to television;

Participants reported that the screenings were entertaining and that it provided participants with an important opportunity to socialize.

Participants reported that the screenings and subsequent discussions helped them develop individual confidence and self discipline and learn how to accept responsibility for their own actions.

Most importantly, a change in attitude was acquired from the screening sessions; many reported being more open and accepting of others, particularly from other tribes. The following is an illustrative example:

The LEBA group was formed as a result of young men gathering at the entrance of the Kibera slum near the chiefs’ offices because they had no jobs. They used to snatch handbags from women as well as other personal items like mobile phones and money. This group was widely feared and nobody wanted to walk in Kibera past seven o’clock as a result of that fear. During the post-election violence, the group members turned against each other and due to the dominant number being Luos, they chased away the Kikuyu who were living in Kibera. After watching The Team through the mobile cinema screenings, they decided to transform their lives. They now involve themselves in entrepreneurial activities through various projects such as selling water to the community, growing vegetables to sell, rearing chickens and offering sanitation facilities (for example toilets) for a fee. All these activities have helped them to improve their living conditions and economic standards. These groups have also registered themselves with the government as a legal group and hence are no longer gang groups.

Finally, some participants articulated an increased interest in local programming (such as cultural events) as a result of the mobile cinema screening.
Cases of Action and Transformation

The objectives of *The Team* project focused on affecting change among and between citizens, civil society organizations and government agencies with regards to governance and the rule of law. The evaluation identified several cases where citizens demonstrated how they changed and/or transformed their actions and behaviors as a result of, or with the contribution of *The Team*.

The following are two examples of such cases of action and transformation:

| The Legal Resource Foundation (LRF) is an independent, Kenyan-based human rights organization that promotes justice through human rights education, research and policy advocacy initiatives. The coordinator of the LRF attended the mobile cinema screening of *The Team* drama and was very impressed by the approach the show takes on addressing the issues affecting the common Kenyan citizen. The coordinator was subsequently inspired to implement a similar LRF project that focused on sensitizing the public on their rights and alternative conflict resolution. To date, the LRF has trained two paralegal and five peer educators on the issues addressed in *The Team*. They are planning to conduct counseling sessions a few hours before the mobile screening sessions with the aims of attracting more youths and reaching a greater audience. The organization also plans to take *The Team* drama to different locations in the province to continue creating awareness and reach populations who suffer at the hands of social injustices and human rights abuses. |
| Hassan Sheer is a youth who had participated in post-election violence during 2007-2008. Influenced by his peers and caught up in the moment, he had organized the looting of his neighbor’s businesses. He felt remorseful after the fact and wanted to apologize to his neighbors; however at the same time, he did not have the confidence to do so and was fearful of being victimized. He began to withdraw from the other youth in the community and fell into a depression. The mobile cinema screenings provided him the safe space to share his experience with other participants. Through the sessions, he worked up the courage to confess and apologize to his neighbors. Initially they did not receive his apology well, however with persistence, he eventually asked for their forgiveness, and thankfully, they granted it to him. He claims that *The Team*’s programming changed his life, and his neighbors commented that they wished they would have had the opportunity to participate in the mobile screenings. |
Summary and Recommendations

The results of this midterm evaluation showed that The Team drama succeeded in addressing key issues of importance to Kenyans, such as tribalism, corruption, youth isolation, mob violence, rape, police impunity and corruption. It did so with much success compared to the efforts of other local Kenyan drama. This success was due to many factors. First, The Team used a platform- a football team- with which people can identify and relate to. Second, it portrayed real life situations that resonated deeply with the average Kenyan. Third, it addressed issues that have preoccupied Kenyans since the post-election Violence in powerful ways. Fourth, it provided realistic and appropriate approaches to addressing these issues.

All these factors led to the success of the drama, as a TV and radio production, in positively influencing the public’s perceptions and attitudes about several issues such as addressing tribalism, recognizing its negative effects on their decisions and actions, supporting rape victims, and on their conflict behavior, and on their role in solving conflict within Kenyan society.

In addition, the mobile cinema screenings, with their facilitated discussions, sparked a sense of community among citizens, provided space for them to meet their ‘foes’ and at times to drop their guards, and to embrace each other. Furthermore, the mobile cinema screenings seemed to have influenced many citizens to take actions to address violence, and to restore peace, and to act within the principles of good governance and rule of law. As explained in the report, several citizens formed groups, inspired by The Team, to bring about peaceful coexistence and unity among Kenyans using sports platforms, legal support, and community outreach. In other cases, individuals reached out to their former perpetrators and victims seeking reconciliation and reintegration. In all such cases, citizens recognized the contribution of The Team and the mobile cinema screenings to their subsequent actions and change in behavior.

The assumptions about social change with this project suggest that a long pattern of peaceful coexistence, coupled with the use of media-based practical and realistic approaches for how to effect change, can contribute to transformation at the levels of knowledge, attitudes, perception and action for good governance and improved rule of law. The results in this report show that indeed people, especially during discussions in mobile cinema screenings, reverted to the pattern
of peaceful coexistence, while realizing the need to transform the negative attitudes and behaviors which led to the violence of 2007 and which could continue to threaten their peace. The examples of citizen actions as a result of viewing *The Team* or citizen participation in its activities, show that the project, to a great extent, is achieving the objectives stated in the Logframe which focus primarily on transforming relationships of citizens between one another and particularly among citizens and their leaders. With this transformation, there exists the possibility for the emergence of good governance and rule of law.

As *The Team* organizers are preparing for the second season in Kenya, the following are recommendations based on findings from the midterm evaluation:

1. Consider approaches to reach out to citizens with no or little primary education. That group seemed to have benefitted the least from *The Team*. Perhaps the use of local languages would help in getting the message through to them.

2. Recognize the unique differences among locations, and the varied effects of *The Team* as a result. For example, Mombasa respondents, unlike the overwhelming majority of others, did not recognize the significant contribution of *The Team* compared to other local Kenyan drama, although their results related to the theme of drug abuse showed significant improvements. Naivahsa respondents, on the other hand, appeared to be more intoned with *The Team* themes and their effectiveness. Such differences may be due to the varied effects and intensity of the post-election violence from one location to the next.

3. Consider making a deliberate effort to include members of the government and civil society in mobile cinema screenings. Some of those members appeared in some screenings, but it is not clear if the effort was made to include them. Their presence, and hopeful engagement with citizens on their actions, will contribute to meeting the project objectives.

4. Consider recommendations made by respondents about the schedule of airing the drama in order to reach a wider audience.
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.”

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

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3 From: SFCG’s Inception Report
emerging impact of *The Team* and the multi-dimensional approach implemented by the producers.

This report includes the results of the midterm evaluation. The report focuses on the extent to which *The Team* has contributed to peacebuilding efforts in Kenya by addressing sources of 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 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
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**

This report includes five sections. The first section focuses on the methodology used with the midterm evaluation. The second section discusses the viewer and listener patterns and the effectiveness of *The Team*. The third section includes a discussion of mobile cinema screenings and their effects. The fourth section includes the quantitative data from the two midterm survey versions, and comparisons to the baseline data. Finally, the reports conclude with a summary and recommendations section.

Throughout the report, two important strands are infused according to their relevance to different sections of the report: The Cases of Action and Transformation, and the Logframe Objectives. Cases of Action and Transformation refer to those stories of change and positive action taken by citizens, individually or in groups, as a result of the exposure to *The Team* and its mobile cinema screenings. Those stories demonstrate the “emerging impact” *The Team* has accomplished, and provides lessons for how to expand and increase such cases, and how to best evaluate them.
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 midterm point, as evident from various quantitative and qualitative results. In addition, Appendix 1 includes the baseline and midterm value tables related to the Logframe.
1. Midterm Evaluation Methodology

The midterm evaluation was based on five dimensions:

1. A comparative research between baseline data and midterm data. For this, the research included a repeat of a public survey using a similar methodology and variables.

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 participated in mobile cinema screenings, which is regarded as the highest dosage;

   b. Those who watched or listened to all or most episodes;

   c. Those who watched or listened to a small number of episodes; and,

   d. Those who did not know of or watch 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 by SMS or posted on The Team’s website and Facebook.

5. Focus Groups to assess the effectiveness of mobile cinema screenings.

For further details of the methodology please go to Appendix 3.
2. **Viewer and Listener Patterns and Perceptions about *The Team***

This section includes results related to patterns of viewing and watching *The Team*, and to its effectiveness as a media program in addressing a variety of issues.

2.1. **Viewing and Listening to *The Team***

It was a central objective of the project to reach a wide audience. The two 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 showed that more than half of the survey respondents watched TV everyday (51.2%) and another quarter (27.3%) watched a few times a week. About 60% listened to radio every day and 20% listened a few times a week. Younger respondents, those with higher education, and those from Nairobi were more likely to report watching TV every day. Men and respondents from Kisumu were more likely to report listening to the radio every day.
A vast majority of respondents (73.1%) reported that they watched or listened to *The Team*. The largest percentage of viewers (89.1%) was from Naivasha and Kakamega (81.4%). In terms of frequency of watching *The Team*, almost 38.8% of respondents reported that they watched all thirteen episodes of the first season; 14.2% watched 10-12 episodes, and 17.4% watched 6-9 episodes. This means that 70.8% of survey respondents watched at least half of *The Team* episodes. The percentage of those who reported listening to at least half of *The Team* episodes stood lower at 22.8%. Yet, 22.2% of respondents from Eldoret reported listening to all episodes.
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, survey participants responded to this question overwhelmingly identifying tribalism/tribal differences as a main issue addressed in The Team. Following tribalism, corruption was mentioned second most frequently. The themes of gender equality, teamwork, drugs and alcohol abuse were also often quoted, as were leadership and rape but to a lesser extent. Leadership was referred to by some in the context of good and bad leadership, and by others under the umbrella of effective leadership skills. Apart from the most common responses mentioned above, answers to this question were many and varied. A few issues such as poverty, diversity, nepotism, justice, mob justice, reconciliation/conflict resolution, trauma, crime in slums, youth, governance, decision-making and economic inequality were mentioned by various survey respondents.

When asked about the extent to which those issues affect them, an overwhelming majority (64.2%) answered ‘very much’ and another 22.1% answered ‘somewhat’. When asked about how effective The Team was in addressing these issues, 29.2% answered ‘very effective’ and 68.5% answered ‘effective’. These quantitative responses showed that survey respondents 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 were more likely to report that the themes affected them. Also, Naivasha respondents were more likely than others to report ‘very effective’ handling of these issues by The Team (63.8%).
Effectiveness of The Team handling of issues

- 29% very effective
- 69% effective
- 2% not effective
- 0% not effective at all

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 seven different groupings, as shown below, supported by comments made in the survey.
<table>
<thead>
<tr>
<th>Reasons for the Positive Impact of <em>The Team</em></th>
<th>Quotations</th>
</tr>
</thead>
</table>
| 1. *The Team* resonating with aspects of daily life in Kenya | “*They show how the issue affect our daily life and how we can overcome them,*” (#404)  
“They show how the issue affect our daily life and how we can overcome them,” (#404)  
“The show's real life situation and the day to day challenges. It also give us hope that as a team we can win,” (#12)  
“Very much expose to real issues on the ground.” (#50) |
| 2. *The Team* stimulating learning and reflection, or changing viewpoints on certain issues | “*Tribalism resulted into post election violence causing violence, through corruption people had to acquire leadership which is not good, team work is good resulting to socialization and peace making,*”(#345)  
“Tribalism, bribery, division, enmity all these affects the development of the society and human rights in general.” (#359)  
“Having participated in the looting during the post poll chaos, I have since realized the need to look at every one as a Kenyan,” (#405)  
*The Team* has been very effective to the point that I as a person have really learned more on team building importance. Because without your neighbor or friend or the entire community there are some things you can never solve on your own.” (#431) |
| 3. *The Team* providing knowledge of how to solve some of these problems | “*The Team brings our society issues at hand and shows the challenges and how to curb them therefore to me its effective,*” (#405)  
“They expose everything that is happening day to day and at the end they give us solutions on handling the problems,” (#431) |
<table>
<thead>
<tr>
<th>Reasons for the Positive Impact of The Team</th>
<th>Quotations</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. The Team handling of the issues</td>
<td>“It was well effective because the issues of tribal difference were well addressed. When the members of The Team tried to work as tribes the coach told them to work as a team,” (#31)</td>
</tr>
<tr>
<td></td>
<td>“Boys and girls were put in the same team to play so there was no gender disparity but equality.” (#451)</td>
</tr>
<tr>
<td>5. The Team’s success at triggering subsequent actions, particularly among youth</td>
<td>“It has been successful b/c youth have created groups of educating people about unity, successful b/c many youths have ignored bribery and they have known their rights,” (#307)</td>
</tr>
</tbody>
</table>

There were some quotations that countered these views but the majority of the responses reflected the quotes above. The area where there was most divided opinion was over whether The Team provided people with a good basis for being able to solve real-life problems related to the issues dealt with. While slightly more uncommon, there were some respondents that identified certain issues that he/she felt had not been properly addressed. Several survey respondents answered that the issue of drug abuse needed further expansion. Finally, some respondents commented that whilst many people were being reached by the series throughout Kenya, the use of English (and it’s limitation in reaching people who are not ‘learnt’) and the use of the medium of TV, meant’ that there were still many (particularly in rural areas) who were not being reached.

### 2.3. The Team Compared to Other local Kenyan Drama

The key finding here was that The Team was much more effective at addressing the issues it dealt with than other forms of media in general. Across the board, differences between the results from the baseline and midterm evaluations were statistically significant with respect to The Team coverage of issues in Kenyan society. Survey participants were asked to rate the extent of media coverage for fifteen issues that were addressed in The Team. The second part of the question evaluated the effectiveness of the media coverage regarding these themes. In the baseline study, questions were directed at the media coverage of the themes while midterm
evaluation questions related specifically to \textit{The Team}'s coverage of the same issues. Participant perceptions of \textit{The Team}'s media coverage surrounding these issues were overwhelmingly positive in comparison to other local Kenyan drama coverage; for 13 of the 15 identified issues, results were statistically significant indicating higher scores in the midterm evaluation. The only two issues that were not perceived as being addressed more by \textit{The Team} than by other local Kenyan drama were corruption and militias/vigilante. Please refer to the graph below that illustrates this distinctive trend.

\begin{center}
\textbf{Extent of Media Coverage of Issues: Baseline vs. Midterm Evaluation$^4$}
\end{center}

\begin{figure}
\centering
\includegraphics[width=\textwidth]{chart}
\caption{Extent of Media Coverage of Issues: Baseline vs. Midterm Evaluation$^4$}
\end{figure}

Similarly, \textit{The Team}'s coverage of virtually all issues was perceived by survey participants as being more effective than that by other local Kenyan drama; responses from the midterm survey showed higher levels of effectiveness than ratings received in the baseline survey for the rest of the media. Please refer to the graph below that illustrates the mean ratings from the baseline and midterm evaluations.

\begin{footnotesize}
$^4$ All questions regarding media coverage were asked on a scale of 1-3, where 1=not at all, 2=somewhat and 3=a lot. Similarly, questions regarding media coverage effectiveness were asked on a scale of 1-3, where 1=not effective, 2=somewhat effective and 3=very effective.
\end{footnotesize}
While the overall results indicate positive perceptions of *The Team*’s treatment of these issues, there are two variations that are important to mention. When results were compared between various age groups, genders, education levels and locations, it became apparent that *The Team*’s handling of the issues is not being perceived as positively among two groups: survey participants from Mombasa and participants with lower levels of education. Mombasa responses reported little change between the baseline study and midterm evaluation on 19 out of the 30 questions (15 regarding media coverage and 15 regarding media coverage effectiveness). Similarly, there was no significant change among the lowest education level group between the two studies on 18 of the 30 questions. Based on comments made in the survey and focus groups, it may be suggested that respondents with lower levels of education did not react as positively as others because of the dominance of the English language in the show. As for Mombasa, more qualitative effort is needed to understand the reasons behind the different trend of responses to these questions.

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. Some of these include Facebook, Twitter, Hi5, Flixster, Funbox, and many others. 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. A detailed list of these comments is included in Appendix 4.

### 2.4.1. The Team on Facebook and Websites

*The Team* profiles on social networks such as Facebook and Twitter have been fairly effective in triggering interest from fans surrounding the themes of the show. Facebook has been a particularly widely-used means of social networking for the show. *The Team* has both a personal profile as well as a group on Facebook. The profile, under the name of Imani FC, has 2,500 friends and the group has 1,677 members. Imani FC continuously posts brief thoughts/quotes pertaining to issues touched upon in *The Team* on the profile, and friends are able to comment on these postings. There are usually between 4 and 18 people marking that they ‘like’ the quote, and an additional 4-21 who express their own comments on the posting. The administrator is currently trying to develop a football game to post on the group profile. *The Team’s* Twitter account is not has widely used, only reaching 577 members, however it is used to communicate upcoming events with members. Finally, *The Team* also has its own website and fans are able to make comments on the homepage\(^5\). Comments received via this media have been overwhelmingly positive as well, communicating understanding of the themes raised in *The Team*, recommending the show to others and expressing excitement for the upcoming season.

Below are screenshots of the Kenyan *Team* website and the Facebook page.

Visit *The Team* Kenyan Website:

Visit *The Team* Kenyan Facebook Page:

\(^5\) Please visit: [http://www.theteamkenya.com/](http://www.theteamkenya.com/)
2.4.2. The Team on SMS Messages
As part of The Team’s programming, a number is advertised where viewers and listener’s can send SMS messages expressing their thoughts on the show. Fans can either send an original message or answer a question that is posed during an episode. A total of 341 messages were sent between October and November 2009. The SMS senders have responded to the issues of tribalism, corruption, rape, gender equality, hope, crime and drug abuse, unity, peace and love. There have been no negative comments or critiques received; most messages related scenes in the program to their daily life experiences and what viewers/listener’s have learned from- and like about- The Team.
3. Outreach Activities: Mobile Cinema Screenings

The mobile cinema screenings have been an integral part of conducting this project. Since its inception, *The Team* as a project relied on the use of such approach in order to trigger discussions and actions among citizens towards better governance and rule of law. The mobile cinema screenings were conducted in all seven research locations. In order to assess their effectiveness, the researchers conducted focus groups with participants in all seven locations.

According to the final report of FilmAid, the partner who conducted mobile cinema screenings on behalf of MFA and SFCG, “Between June and December, FilmAid successfully conducted 48 indoor daytime screenings followed by a facilitated post screening debates/discussions in the eight locations of Nairobi (Kibera and Mathare), Naivasha, Nakuru, Eldoret, Kakamega, Kisumu and Mombasa. These screenings reached an estimated 1,483 youth. Male participants were 851 while female participants were 632, a 57% to 43% ratio. The screenings targeted the same 70 participants for each location, but while the mobilizers endeavored to ensure that the same participants attended all screenings, there were always new participants to the screenings. It was difficult to keep track of the participants who only attended a few screenings but in counting all the participants in all screenings, the cumulative total of people reached was 3,683 of which 2,141 were male and 1,542 female, a 58% to 42% ratio. This is an average attendance of 77 participants per screening session.”

The chart below, from the same report, shows the distribution of participants across locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kibera</td>
<td>276</td>
<td>148</td>
<td>424</td>
</tr>
<tr>
<td>Naivasha</td>
<td>243</td>
<td>263</td>
<td>506</td>
</tr>
<tr>
<td>Nakuru</td>
<td>277</td>
<td>180</td>
<td>457</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
</tr>
<tr>
<td>Eldoret</td>
<td>265</td>
</tr>
<tr>
<td>Kakamega</td>
<td>233</td>
</tr>
<tr>
<td>Kisumu</td>
<td>303</td>
</tr>
<tr>
<td>Mathare</td>
<td>320</td>
</tr>
<tr>
<td>Mombasa</td>
<td>224</td>
</tr>
</tbody>
</table>

The average number of times participants attended *The Team* mobile cinema screenings varied from 4 to 13 across all seven focus groups. The fewest number of screenings (4) were attended in Nairobi, followed by 6 in Mombasa and Naivasha, 7 in Eldoret, 10 in Kisumu, 11-12 in Nakuru and 13 in Kakamega.

### 3.1. Key areas of importance
Participants from the mobile cinema screening sessions identified various different aspects of the sessions as being **important**. Their responses fell into three different categories: 1. Important knowledge and awareness that they gained concerning certain topics; 2. Certain aspects of the focus group experience that they found to be meaningful; and 3. Skills gained and change in attitude from attending the screenings and focus group activities. With respect to the first category, common responses were knowledge and sensitivity gained on tribalism and ethnicity; unity and reconciliation; conflict resolution and transformation; drug and alcohol abuse; leadership; teamwork; gender issues; corruption; and mob justice. The story below illustrates how mobile cinema screenings opened a space for forgiveness and reconciliation:

This is the story of Hassan Sheer from Mombasa, a youth who had participated in post-election violence during 2007-2008. Influenced by his peers and caught up in the moment, he had organized the looting of his neighbor’s businesses. He felt remorseful after the fact and wanted to apologize to his neighbors; however, he did not have the confidence to do so and was fearful of being victimized. He began to withdraw from the other youth in the community and fell into depression. The mobile cinema screenings provided him the safe space to share his experience with other participants. Through the sessions, he worked up the courage to confess and apologize to his neighbors. Initially they did not receive his
Participants identified the coming together of a diversity of participants, both in terms of gender and tribes and the sharing of experiences and ideas through discussion after the screening as being the most important aspects of the mobile cinema screenings. The importance of the discussions was identified by almost all focus groups, namely because it gave participants the opportunity to learn from the experiences of others and come together to form a team with people of both genders and from different tribes, as well as among people affected by violence, perpetrators of violence, and witnesses. Other meaningful aspects acknowledged by attendees were that the mobile screenings had a greater capacity to reach a wide spectrum of people (for example, some do not have access to a television); that the screening was entertaining; and that it provided participants with an important opportunity to socialize.

3.2. Changes in Perceptions, Attitudes and Skills Acquired

The overwhelming response to how the mobile cinema screening sessions affected participants as a person and citizen was through a change in perception and attitude. Many people reported being more open and accepting of others, particularly from other tribes, as a result of viewing the screenings. This extended into how participants felt towards people from other tribes; towards who to vote for (realization that women can be effective leaders and that politicians are similar (regarding misuse of power and manipulating issues of tribalism) regardless of what tribe they are from); how everyone needs to work as a team regardless of sex, tribe, etc.; how to appreciate diversity and differences; how everyone has an important role in society; how violence does not have to be the answer in the face of conflict; on taking responsibility for one’s decisions; on making judgments; and on unity and caring for one another. This change in attitude has improved participants relationships within their communities as well as with outside communities, often repairing relationships that had been damaged during the post-election violence. Here is a touching story from Kakamega:
This case involves a woman who was evicted out of her home during the post-election violence due to her Kikuyu tribe identity in a predominantly Luhya region. When the violence erupted her house was torched and she and her two-month-old baby boy barely managed to escape alive. She was forced to relocate to an IDP camp where the living conditions were poor and she did not have enough food for her and her baby. Under these living conditions, her child became ill with a suspected case of pneumonia. The child’s condition deteriorated so much that she had to risk taking him to a hospital in the Kakamega district despite the hostility. Upon her arrival at the hospital, she was shocked by the reception she received after registering the Kikuyu name of the child; the charge nurse refused to treat him and told her to take him to a Kikuyu hospital. Sadly, the child died and the woman continued to face roadblocks when attempting to make burial arrangements. Once things had settled down and she moved out of the IDP camp, she found herself frequently seeing the charge nurse who had refused to treat her son in the neighborhood where she was living. She became a participant of the mobile cinema screenings and after attending the sessions, the woman’s mentality began to change. She witnessed a fellow participant admitting his guilt in destroying his neighbor’s property and asking for forgiveness. The exchange touched her and she decided to confront the nurse from the hospital. The two women talked, and the nurse from the hospital admitted her mistake. The woman who had lost her baby invited the nurse to come to the next mobile cinema screening with her. They went together and have now reconciled and live in the same housing complex. The woman whose baby died expressed that she would not have forgiven the nurse had it not been for The Team. Similarly, the nurse has joined groups that are at the forefront of fostering peace and reconciliation and no longer grants or withholds her nursing services according to tribal affiliation.

Additionally, participants reported that they gained skills in counseling; conflict resolution methods; decision making and planning; leadership; how to forgive; and how to recover from trauma, such as many hardships that happened during the post election violence. Specific examples of these changes included living in harmony with neighbors; the reduction of idleness of youth; perpetrators of post-election violence apologizing to their victims; talking to children about peace and unity in school by utilizing The Team methodology; reducing anger and plans for revenge by victims, instead offering forgiveness to perpetrators; and a taxi driver charging the same rate for all tribes when he used to charge some more. People reported developing
individual confidence and self discipline and learning how to accept responsibility for your own actions.

To illustrate these transformations, below is a story from Kisumu that reflects how citizens were inspired to motivate youth in the direction of *The Team*’s objectives:

After the Anglican Church of Kenya hosted mobile cinema screening sessions, some of its members became inspired to extend the reach of *The Team* by implanting screenings in the Maseno South. They have created a group that will monitor the seventy participants of the mobile cinema screening to find out what they have done through formal interviews. The activities will be clustered into groups such as education, leadership and entrepreneurship and these clusters will serve as a basis for discussions and counseling sessions among youth. The church has created the ‘Pasaka’ award, which was created to give to youths to motivate them to enhance the spread of peace and communal coexistence as well as create public awareness on human rights. Winners of the award will be selected by leaders conducting the discussions.

Indicator 2.1. of the Logframe measures the increase 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 examples above, and more examples cited later in the report, in addition to quantitative results from the survey, provide evidence that *The Team* and the mobile cinema screenings have been successful in building the ability of citizens to problem solve around issues raised in the drama.

3.3. Actions Resulting from the Mobile Cinema Screenings

Mobile cinema participants identified the following effects on - or actions taken by - civil society organizations as a result of the mobile cinema screenings:

- acquisition of knowledge on peacebuilding
- the inclusion of different tribes in groups that had previously been limited to only one;
- the mobilization of games, songs and new groups/teams that preach peace and unity;
- contributing money in times of need;
- the provision of training on the teaching of human rights, children and women’s rights;
creating a borehole of water to assist with shortages;
- a sense of togetherness in the workplace;
- the formation of peace-networks and peer education groups;
- the holding of talks on HIV/AIDS;
- the provision of education on steps to take after rape;
- the dissemination of information; and
- the provision public education in general.

Indicator 6.1 of the Logframe measures the increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*. The information provided by citizens about such actions demonstrates movement in the right direction. It will be important to follow up with evaluation to assess the substance, reach, sustainability and continuity of these actions.

It should be noted however, that participants from Kisumu reported that nothing is being done by civil society organizations to facilitate reconciliation. According to participants, these organizations are rather participating solely to make money from sponsors yet never act on problems. It was further suggested that civil society organizations form a united consortium and work together as a team.

3.4. Effects on Government Agencies
There were conflicted responses among the seven focus groups concerning the effects the mobile screenings and *The Team* have had on government agencies. Participants from the Eldoret, Kisumu, Nakuru and Mombasa mobile screening sessions expressed that they are unaware of any actions taken by government agencies. The reasons for this response included that government agencies did not attend the mobile cinema screenings or perhaps did not watch *The Team*.
Respondents from Kisumu stated that government agencies want to avoid blame and do not respond to public cases; for example, when a police officer commits rape, the case is always covered by their commissioners. They also expressed that the legal system is still unfair because only those with money can afford lawyers and that the government fails to respond to such injustices. However, participants from Nakuru felt that simply by allowing the screenings and
discussions and not inferring, the government was positively contributing. A suggestion was made that the next mobile screening sessions involve government officials.

On the other hand, respondents from Naivasha, Nairobi and Kakamega identified positive actions that had been taken by government agencies. The sub-chief and several police constables had been invited to the mobile screening in Naivasha. Participants specified the following actions on behalf of the government:

- concentration on tribalism and corruption;
- preaching peace and reconciliation in public forums;
- implementation of clearer standards on the provision of service in government offices;
- implementation of clearer procedures following a case of rape;
- increased emphasis placed on youth including the programs for the creation of youth employment opportunities;
- emphasis placed on law and order; responding swiftly to emergencies;
- and the introduction of a rape help desk at police stations.

One example provided of advocacy in public forums entailed a ‘chief’s baraza’ where local administrations have gathered to address issues such as security, health and education that are affecting society. During these forums, participants are provided with the space to talk about the issues addressed on The Team and those who have not seen it are encouraged to do so.

Indicator 4.1 of the Logframe focuses on officials’ demonstration of 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 The Team and/or involvement in outreach activities. The discussion above shows that as a result of the mobile cinema screenings, government officials have taken action to engage with the community in an open forum to address issues listed in the indicator.
3.5. Areas for Improvement

Suggested areas for improvement with the mobile cinema screenings may be grouped into four categories:

1. Specific changes to various aspects of the show’s dynamics;
2. Changes to *The Team*’s airing and scheduling;
3. Themes to add to the show or that need more emphasis;
4. Enhancing the promotion of *The Team*’s programming.

3.5.1. Specific changes to various aspects of the show’s dynamics

This category includes programming changes, improvements to expand target population and some technical improvements. The most commonly expressed answers concerned improvements directed at making the screenings available to more people and timing and frequency changes in screening intervals and the screening sessions themselves. Among suggestions for making the screenings available to more people were increasing the number of people who participate in the mobile cinema screening:

- translating the show (entirely) into Kiswahili and other local languages due to the fact that many Kenyans do not understand English;
- adjustments to enable the participation of marginalized groups (such as the deaf);
- bringing the mobile cinema to ‘grassroots’ and rural areas as well as IDP camps;
- giving out DVDs to participants that they can bring back to their communities and share;
- holding evening screening sessions;
- and taking screenings to schools and police training colleges.

One contradiction arose in that some mobile screening participants desired a permanent screening venue while others called for more rotation from one place to another.

In terms of suggested changes for *The Team*’s programming, participants expressed that they would like to see more focus on the players lives; different teams playing; cast members should
take their role seriously; local people should be considered for acting in the drama; creating more suspense for the audience; filming should be rotational; and more focus should be concentrated on dealing with the issues of allowance adjustment, real consequences for characters, drugs, rape, religion and the police. Suggested technical improvements included uniformity of picture and sound projection and a soundtrack in the background. Finally, some suggested that some of the players from *The Team* be present at the screening sessions as well as field experts, such as people with a legal background, to assist in answering participants questions regarding the issues addressed in the show.

### 3.5.2. Changes to *The Team*’s airing and scheduling

Suggestions for this category, regarding changes made to the show’s airing included airing it after the news and airing it on all TV channels, including ones in various languages, as well as making it available on the internet. Changes proposed in terms of ways of improving and extending the reach of the mobile screening sessions were involvement of government officials; open forums being created where youth, government officials and civil society can discuss issues and themes addressed in *The Team*, but not watch the screening; video coverage of the discussions that can then be aired on television or shown in other provinces so that more people can learn from other’s experiences; the holding of inter-provincial discussions were focus groups from different regions can unite in order to form bonds between people from different provinces; more inclusion of elderly people in lieu of the importance of their role in society; and the provision of certificates/tags to mobile screening participants. The ideas to have inter-provincial discussions/exchange programs and record focus group discussions to be later aired were the most common among these.

Timing and frequency changes for mobile cinema screenings were proposed with respect to two issues: the interval length between screenings and the length of time provided for screening sessions. Many participants suggested that two to four screening sessions be held per month rather than one, spaced one to two weeks apart rather than a month. There was a consensus that more time for discussion after the screening would be beneficial for the experience of the participants.
3.5.3. **Themes to add to the show or that need more emphasis**
Responses in this category suggested more emphasis be placed on the issues of HIV/AIDS; unemployment; abortion; the advantages of not having tribalism; human rights; constitutional affairs; drug abuse; rape victims; laws on women’s rights and children’s rights; peer influence; corruption; and Kenya’s economy.

Suggestions were also made to improve the representation of tribes and races (many commented that various races such as Arabs, Hindus and Somalis as well as other tribes were not represented); not use a particular character to depict a vice since it was interpreted that **The Team** used a particular group of people to show drug abuse; not to kill off funny characters so quickly (i.e. the priest); using games other than football to address the themes as not all people like football and certain games are associated with certain groups; naming the characters in the program after local communities’ names; include a disabled character in the show because they suffer from a lot of human rights abuses; and to make Lulu more active in the show and include more children.

3.5.4. **Enhancing the promotion of The Team’s programming**
Finally, under the fourth category, participants suggested that billboards be put up and road shows (such as games) be conducted in order to create awareness of **The Team**. It was also proposed that DVDs be given out to video cinemas and estates to be aired freely. Some of the suggestions mobile cinema screening participants had for **The Team** organizers re-articulated sentiments that had been discussed in the question regarding areas needing improvements (Question 4). These answers included translation of the show into Kiswahili; more time allocated for discussions; the provision a DVD of **The Team** to participants so that they can show it to others in their communities; considering local citizens to act in the drama; and holding more screening sessions.

When asked to provide any final comments, many participants expressed support of **The Team**’s programming. Participants from Kakamega went as far as to say that **The Team** drama is the best thing that has happened for Kenyan society during the current time period. It was articulated that the show is effectively transforming Kenyan culture from one of hatred and tribalism to one of love and unity. **The Team**’s organizers were encouraged to continue the
programming and to make as many programs as possible that entail educative messages to youth, who are often used by politicians to propagate violence.

Some additional suggestions were made which included the program being aired over the weekend so that students can see it; the provision of training on conflict management to enable them to be good facilitators during peace-building activities; the provision of higher amounts of transportation compensation to participants; that focus be placed on regional problems such as poverty and insecurity in the upcountry; and that organizers considering financially supporting the facilitation of community parliaments to help in the sensitization of local communities on human rights.

Finally, participants from Naivasha expressed specific requests in the context of their area. These requests were to provide Naivasha with a TV and DVD player as well as a CD of The Team so they could extend the outreach of The Team; help them to reach as many people as possible, including youth working in flower farms who have not been exposed to the drama; host talent shows for youth to have the space to demonstrate what they can do, hence creating confidence to get employment; encourage involvement in Naivasha in other activities such as drama, football tournaments, cultural dances and netball, which are established activities that were inspired by The Team; and to include at least one person from Naivasha in an episode.
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 and midterm results. The specific tables with figures and statistical significance are included in Appendix 2. In addition, when appropriate, cases of action and transformation which relate to each theme are included.

4.1.1. **Identity and Tribalism**

- No significant differences existed between the baseline and midterm figures for the various factors influencing *identity*, except for tribalism where midterm scores were higher than those of the baseline (this perhaps reflected an increased awareness among midterm respondents of the significance of the tribal factor).

- One exception to this was in Kakamega, where based on demographic comparisons, there was a statistically significant change among the Kakamega respondents where scores for the influence on *identity* of, not only tribe, but also religion, gender, socio-economic status and nationality were higher in the midterm. In terms of the influence of the same factors on *personal values*, scores for the midterm were significantly higher for Media (T.V, movies, Radio, Newspapers), Peers and national leaders (as with the previous set of questions, respondents from Kakamega reported higher influence in the midterm survey. The same was true for older respondents).

The Kakamega results require further qualitative assessment in order to understand the factors that led to higher and broader midterm scores compared to other areas.
• When asked about their **actions when wronged** by someone from their own tribe, the midterm results did not reflect any statistically significant changes from the baseline results. However, there were examples where some respondents in the midterm survey reported seeking legal action or reconciling when wronged by someone from their tribe. (the same was true regarding the questions about their actions when wronged by someone from another tribe: no statistically significant change occurred).

• When asked about the **influence of tribalism on personal decisions**, midterm results showed significant changes in a positive direction regarding decisions on whom to marry, who to vote for and where to invest/own land. A good number of respondents who expressed this were males, older respondents, and those with the highest level of education. The chart below illustrates these results:

![Bar chart showing the influence of tribalism on personal decisions](chart.png)

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 comparison above shows viewers’ 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.
4.1.2. *Corruption*

- When asked about **how to handle a difficult situation in a government office**, the overall comparison between midterm and baseline 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’. Respondents from Naivasha and women greatly portrayed that attitude change. The following chart shows these changes:

![Chart showing attitude changes](image)

<table>
<thead>
<tr>
<th>1. Give someone a bribe to facilitate it</th>
<th>2. Use an influential person</th>
<th>3. Insist on the right procedure</th>
<th>4. Give up and do not receive the identity card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>Miderm</td>
<td>Baseline</td>
<td>Miderm</td>
</tr>
</tbody>
</table>

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** were of concern to them, respondents showed a significant increase in concern in the midterm. This was particularly significant for men and for respondents from Mombasa.
• For the question about the concern about the economic divide, a slight increase, albeit not significant, took place in the midterm survey. This was particularly significant for men and for respondents from the oldest age group (36 and older).

• There were no significant changes in respondents’ responses to the questions about the extent to which the economic and gender divides affect access of the poor and of women to resources and services. Demographic comparisons showed little consistent significant changes, mainly among respondents from Kakamega and Kisumu whose scores on the effects of the economic divide increased on a couple of items in the midterm survey. For the gender divides, scores for respondents from Nairobi dropped significantly for several items in the midterm survey.

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 midterm survey showing a higher agreement that unity and teamwork would bring good to all. This was particularly significant for men and for respondents from Kisumu.

In addition to the positive survey results, as a result of the mobile cinema screenings, here is one case of action and transformation reflecting teamwork and unity across tribal lines:

This is the story of Rashid Gakucha. Rashid had been the selected member of his youth group to attend a mobile cinema screening of The Team. He went into the process with the hope of improving his leadership skills and gaining new ideas on how to deal with tribal tensions among his group that was threatening its unity. Through the knowledge he gained during the screening sessions and related activities, he went back to his youth group and worked to promote the strength of each tribe and play down the differences. He developed short skits using The Team idea that were presented in a peace festival with the aim of communicating a message of peace to youth. Finally, he organized soccer matches among youth from two communities that were in the middle of a water conflict in order to transform the conflict.
4.1.5. Reconciliation and Conflict Behavior

The survey included questions about respondents’ approaches to conflict. The midterm scores for these questions showed that:

- Preference for going to court and going for a neutral third party decreased significantly compared to the results of the baseline research, while preferences for other approaches remained similar across the two surveys. This perhaps reflects a continued distrust of the justice system and the concept of a neutral third party.

- The approach of “negotiate with the other party” received the highest score among all approaches in both baseline and midterm surveys (average scores of 3.30 and 3.29 respectively on a scale of 1-4 with 1=not at all and 4=often). This finding suggests that there is sufficient awareness of the benefits of using negotiations and similar non-violent approaches to conflict. The Team may consider infusing elements of useful negotiation skills whether in the drama or in mobile cinema screenings.

The impact of The Team and its mobile cinema screenings on reconciliation and on reuniting people is well documented in the following story from Eldoret:

This case from Eldoret involves the strife of an intertribal marriage during the post-election violence in 2007-2008. Muiru and Hellen had been married for 4 years and just had a newborn baby when the violence started. Muiru was from the Kikuyu tribe while Hellen from the Kalenjin tribe. The Kalenjins believed that the Rift Valley Province belongs to them, which includes Eldoret, and thus had been trying to evict Kikuyus who lived there. The couple had been living in Tambach, the interior part of Eldoret, where Hellen had grown up. When violence erupted, the family became a target due to Muiru’s tribal background. Hellen took herself and her children to her parent’s house to ask for refuge. Her father would not accept her children in the house, deemed Kikuyu because of their father’s blood, and hence Hellen was forced to find another way to escape. Meanwhile, her husband was being hidden in the house of an elderly neighbor. Tension increased when Kikuyus members killed Kalenjin men and their bodies were brought to Tambach for burial. The neighbor’s house was in danger because it became known that she was harboring Muiru and so he made arrangements to go to the IDP camp in Eldoret. Hellen managed to escape as well, however was not accepted in the IDP camp because she was Kalenjin, while most of the refugees Kikuyus. With nowhere to turn, the couple thought they might have to split up. However, after attending the mobile cinema screenings of The Team, Muiru decided to go back to his
family home and try to make peace. Through The Team, they were able to make peace with his family and forgive their families and friends who had shunned them during the violence.

4.1.6. Rape

- The comparison of midterm and baseline results for the series of questions about what a woman should do if she was raped reflected an overall improvement, with statistically significant changes regarding cleaning herself (7.6% in midterm, down from 14.2% in baseline) and preserving evidence (70.5% in midterm, up from 57.8% in baseline). These improvements in knowledge and attitudes were particularly significant among women.

- The results also showed a significant increase in the midterm score regarding the perception that a women in such situation would not know what to do (an increase from 1.2% in the baseline to 6.2% in the midterm).

- Most respondents (about 75%) reported that rape victims were not treated fairly in the justice system. In terms of demographic comparisons, only respondents from Kisumu showed significant increase in reporting that rape victims were not treated fairly (showing an increase from 58.9% in the baseline to 90% in the midterm survey).

- Another significant and positive change related to the youngest group of respondents and to respondents from Naivasha; their scores on “Immediately clean herself to avoid contamination or infection” dropped significantly in the midterm survey. Respondents from Kakamega, middle-age group (26-35 years old) and respondents with the highest level of education also improved their score significantly regarding “Preserve any evidence that the rape took place.” Respondents from Eldoret reported improved scores on “Seek counseling.”

The issue of rape, as evident from SMS messages and messages posted on electronic media, has touched people on a deep level. It is not surprising to see this improvement in their perceptions, attitudes and knowledge about how victims should handle a rape crime. This further suggests that effective changes to attitudes, perceptions and knowledge are possible via the TV and radio.
drama, and are not always dependent on the added dosage of mobile cinema screenings. This is confirmed by the fact that there are no statistically significant differences among midterm respondents based on the dosage of their Team exposure.

4.1.7. Mob Justice

- In terms of the most effective way to deal with militias/vigilantes most respondents’ attitudes changed towards favoring banning them less, and favoring registering them more. Most respondents who advocated for these were women, and those with secondary level of education. Respondents from Kakamega, and respondents in the middle group of age (26-35) were significantly more likely to favor registering them in the midterm survey.

The following example from Nairobi illustrates how a group of youth who formed a gang, have transformed their actions as a result of taking part in The Team’s mobile cinema screenings:

This is the case of the LEBA group. First-hand information was received from some of its group members, who attended The Team focus group discussion. The LEBA group was formed as a result of young men gathering at the entrance of the Kibera slum near the chiefs’ offices because they had no jobs. They used to snatch handbags from women as well as other personal items like mobile phones and money. This group was widely feared and nobody wanted to walk in Kibera past seven o’clock as a result of that fear. During the post-election violence, the group members turned against each other and due to the dominant number being Luos, they chased away the Kikuyu who were living in Kibera. After watching The Team through the mobile cinema screenings, they decided to transform their lives. They now involve themselves in entrepreneurial activities through various projects such as selling water to the community, growing vegetables to sell, rearing chickens and offering sanitation facilities (for example toilets) for a fee. All these activities have helped them to improve their living conditions and economic standards. These groups have also registered themselves with the government as a legal group and hence are no longer gang groups.
4.2. **Survey Version 2: Results Regarding The Team Themes**

As mentioned above, 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. 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’.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Respondent’s Ability to Cooperate with Other Citizens, Civil Society and Government</th>
<th>Respondent’s Ability to Solve a Problem</th>
<th>Respondent’s Understanding of Human Rights</th>
<th>Respondent’s Ability to Claim Rights</th>
<th>Responsiveness of Government Officials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rule of law</td>
<td>7.40</td>
<td>6.48</td>
<td>7.20</td>
<td>7.01</td>
<td>4.90</td>
</tr>
<tr>
<td>2. Rape of women</td>
<td>8.02</td>
<td>7.59</td>
<td>7.78</td>
<td>7.76</td>
<td>5.27</td>
</tr>
<tr>
<td>3. Mob justice</td>
<td>6.26</td>
<td>5.75</td>
<td>6.55</td>
<td>7.90</td>
<td>4.45</td>
</tr>
<tr>
<td>4. Corruption</td>
<td>7.74</td>
<td>7.09</td>
<td>7.77</td>
<td>7.18</td>
<td>4.12</td>
</tr>
<tr>
<td>6. Drugs</td>
<td>7.73</td>
<td>7.22</td>
<td>7.51</td>
<td>7.17</td>
<td>5.05</td>
</tr>
<tr>
<td>7. Alienation of youth</td>
<td>7.83</td>
<td>7.37</td>
<td>7.25</td>
<td>7.21</td>
<td>4.91</td>
</tr>
<tr>
<td>8. Tribalism</td>
<td>8.16</td>
<td>7.55</td>
<td>7.89</td>
<td>7.43</td>
<td>4.51</td>
</tr>
<tr>
<td>Issue</td>
<td>Respondent’s Ability to Cooperate with Other Citizens, Civil Society and Government</td>
<td>Respondent’s Ability to Solve a Problem</td>
<td>Respondent’s Understanding of Human Rights</td>
<td>Respondent’s Ability to Claim Rights</td>
<td>Responsiveness of Government Officials</td>
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<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>9. Gender</td>
<td>8.10</td>
<td>7.60</td>
<td>8.03</td>
<td>7.72</td>
<td>5.70</td>
</tr>
<tr>
<td>10. Team work</td>
<td>8.25</td>
<td>8.15</td>
<td>7.86</td>
<td>7.82</td>
<td>5.08</td>
</tr>
<tr>
<td>12. Good governance</td>
<td>7.58</td>
<td>7.24</td>
<td>7.34</td>
<td>7.34</td>
<td>4.25</td>
</tr>
<tr>
<td>13. Reconciliation</td>
<td>8.17</td>
<td>7.89</td>
<td>7.82</td>
<td>7.49</td>
<td>5.21</td>
</tr>
<tr>
<td>14. Trauma</td>
<td>6.98</td>
<td>6.75</td>
<td>6.96</td>
<td>6.91</td>
<td>4.32</td>
</tr>
<tr>
<td>15. Militias/ Vigilante</td>
<td>6.56</td>
<td>6.16</td>
<td>6.35</td>
<td>6.47</td>
<td>4.69</td>
</tr>
<tr>
<td>Total Averages</td>
<td>7.54</td>
<td>7.09</td>
<td>7.32</td>
<td>7.24</td>
<td>4.74</td>
</tr>
</tbody>
</table>

4.2.1. Ability to collaborate with other citizens, civil society and government

![Graph showing respondent's ability to cooperate with other citizens, civil society and government](image)

Respondents’ answers varied in response to the question regarding how ‘ability to collaborate with other citizens, civil society and government to address the identified issues’. Overall trends suggested that survey participants demonstrate most confidence in collaborating with others to address rape of women, tribalism, gender, teamwork and reconciliation. The mean rating for
each of these issues was over 8. On the other hand, mob justice, economic divide, trauma and militias/vigilantes received relatively lower scores; mean ratings for these themes were below 7. Please refer to the above chart for exact figures.

There were no significant trends observed for this question when comparing responses among comparison groups. Some of the minor variations recorded were that on 3 of the 15 issues – rule of law, alienation of youth and diversity, - men felt more adept in collaborating with other citizens, civil society and government. Similarly, Eldoret ratings fell below that of other locations on 3 of the 15 issues (diversity, gender and economic divide).

The following example from Nakuru highlights the effectiveness of mobile cinema screenings, and The Team in fostering inclusiveness:

A number of men in the focus group decided to come together and form a group to play football. They had been inspired by The Team idea and through participating together during the mobile cinema screenings. Their football team initially included only hawkers (business people who sell their merchandise along the streets), but it has since expanded to include other people. Their goal was primarily to have people from different tribes come together to have fun through football. The Team meets and holds tournaments every Sunday afternoon, from time-to-time even contributing money so that they are able to buy gifts and footballs to give to the winning teams. According to some of the players, this team has united people from various tribes in Nakuru through a common love of football. The coach of The Team said that in future they would like to involve more people and invite speakers to come and talk to them on peace and conflict issues.
4.2.2. Ability to solve problems around each issue

In response to questions on their ‘ability to solve a problem around each of these 15 identified issues’, respondents indicated they had a greater ability to solve a problem (with a mean rating of 8.15). Reconciliation was also highly rated overall, achieving a mean score of 7.89. The issue of mob justice stood out as being more difficult to solve a problem around; it was the only issue to receive a mean score below 6. Mean ratings regarding responses assessing respondents’ abilities to solve a problem around all other issues ranged between 6 and 7. Please refer to the chart above for more information.

The most notable variation from the overall trends was observed in the comparison of responses between geographical areas. Survey respondents from Kakamega and Mombasa frequently did not demonstrate as much confidence in their ability to solve a problem as respondents from Kisumu, Nairobi and Nakuru. Mombasa recorded lower ratings related to problem solving around issues of corruption, economic divide, tribalism, diversity, reconciliation and militias/vigilantes. Kakamega’s respondents did not express confidence around the issues of rule of law, good governance and trauma. Kisumu, Nairobi and Nakuru all comparatively reported higher ratings on these issues.
Additionally, another minor distinction among comparison groups was the tendency for survey respondents who had not been exposed to *The Team* to express less confidence in their ability to solve problems around mob justice, drugs and the alienation of youth. This may indicate that *The Team* is particularly effective at changing viewer’s perspective of their ability to solve a problem around issues related to youth and delinquency.

When respondents were asked to assess their desire to improve tribal and local relations, the mean rating expressed was 9.62. There were no notable variations among any comparison groups. Clearly, there is a strong desire to move beyond tribal and local divisions.

This ability to problem-solve around issues of tribalism, and to reconcile in spite of traumatic events of the post-election violence was enhanced by both *The Team* show on TV and by mobile cinema screenings, as shown in the two stories below from Nakuru and Naivasha:

During the post-election violence tribal tensions arose in a neighborhood composed of different tribes (comprised of Kikuyus, Luos, Kisii and many others) that had previously been living together peacefully. Youths who had come to oppose Luos claimed that they had information that there was a Luo staying in the neighborhood and they wanted him ousted. One man by the name Omondi, who participated in the focus group, had a wife who was suffering from a bad relationship with a neighbor. When the youth came for the Luos, the neighbor’s wife, who is a Kisii, told Omondi’s wife to ‘get back into the house because they and their tribes are the cause of the conflict that is happening’. From that day on, the relationship between the two women became estranged and was not restored even after the conflict had diminished.

Omondi’s wife began watching *The Team* on citizen television, mostly because she knew her husband was involved in the focus group. When she saw how the theme of tribalism was dealt with in *The Team* and after talking to her husband, she was inspired to reconcile with her neighbor. She went to the Kisii woman and discovered that this neighbor needed a friend more than ever – her husband was ill and she did not have enough food to feed her children. Eventually the neighbor apologized for speaking so rudely to Omondi’s wife. Omondi’s wife was a good friend to her neighbor when her husband passed away and they currently remain good friends.
This case involves the story of Margaret Nanjala. Margaret and her family have lived in Karagita, Naivasha for 19 years and she is the mother of 8 children, of which only 3 are alive today. Margaret lost her husband in 2007 and had since been living with her two younger children and her husband’s 21 year-old nephew. Her husband his nephew were Luo and Margaret comes from the Luhya community. When the post-election violence erupted, chaos broke out in Naivasha and tensions arose between the Kikuyu, Kalenjin and Luo. One morning during the violence, Margaret’s husband’s nephew woke up and went outside, but quickly fled back into the house after he heard a mob singing the song they traditionally sing before they make a kill. Unfortunately, they had spotted him and followed him into the house. They dragged him outside again and cut him with machetes and beat him with building stones until he was dead. Margaret was witness to all of this, and was pained and shocked to see many young men that she knew in the mob. After attending the burial in the Western Province she returned to find her house empty; everything had been stolen. She decided to go to the Kedong IDP camp, where they were promised two separate monetary allowances, the first amount equaling 10,000 shillings and the second 35,000 shillings. She was provided the first sum, but not the second, and has been waiting on the second to re-settle in her home town. She was chosen to attend the mobile cinema screenings where she witnessed people who had been perpetrators of violence repenting and wanting to live peacefully with other tribes. Through the experience she felt she ought to forgive the people who she saw kill her nephew; she learned that wrongs need to be forgiven, no matter how painful the action. Margaret would like to see a Kenya not built around tribalism and now feels that teamwork is essential. She has gone on to organize football clubs for girls, a drama club, a netball club and a dancing troupe where people from different tribes can integrate and be together. She is now an active member of the chief’s meetings and on the local municipal development community and is working to change the attitudes of people towards seeing others as individuals rather than someone from a different tribe.
4.2.3. Understanding of human rights regarding each issue

In relation to the 15 themes identified above, survey participants were asked to rate their understanding of human rights. Overall, respondents identified gender as being the issue that they had the most understanding of in relation to human rights; it was the only issue that incurred a mean rating higher than 8.

Other issues that received a relatively high rating in the context of this question were tribalism, teamwork and reconciliation. The issues of militias/vigilantes, mob justice and economic divide received mean ratings between 6.3 and 6.6, indicating that participants had a relatively lower understanding of human rights regarding these issues.

A significant distinction was identified between the responses provided by men and women; the trend indicated that men perceived a better understanding of human rights in the context of mob justice, economic divide, alienation of youth, diversity, good governance, trauma and militias/vigilant. This trend applied to nearly half of the identified issues.

The impact of mobile cinema screenings on citizens’ actions regarding human rights is illustrated with this example from Kisumu:
The Legal Resource Foundation (LRF) is an independent, Kenyan-based human rights organization that promotes justice through human rights education, research and policy advocacy initiatives. The coordinator of the LRF attended the mobile cinema screening of The Team drama and was very impressed by the approach the show takes on addressing the issues affecting the common Kenyan citizen. The coordinator was subsequently inspired to implement a similar LRF project that focused on sensitizing the public on their rights and alternative conflict resolution. To date, the LRF has trained two paralegal and five peer educators on the issues addressed in The Team. They are planning to conduct counseling sessions a few hours before the mobile screening sessions with the aims of attracting more youths and reaching a greater audience. The organization also plans to take The Team drama to different locations in the province to continue creating awareness and reach populations who suffer at the hands of social injustices and human rights abuses.

4.2.4. Ability to claim rights with respect to each issue

![Bar chart showing respondent's ability to claim rights for various issues](chart.png)

In close relation to participants’ understanding of human rights, they were also asked to assess their ability to claim rights regarding the aforementioned issues. There was less variance
between the mean ratings expressed for this question as opposed to the range observed in others. Indeed, the highest rated issue in relation to participants’ ability to claim rights was mob justice, with a mean rating of 7.9, and the lowest was economic divide, with a mean rating of 6.36. All other issues received a mean rating between these two figures. What is perhaps most important to note here is the significance of mob justice being the highest rated theme in relation to respondents ability to claim rights, for in all previous questions, this issue received a mean rating that was comparatively lower than other issues.

Although there were scattered variations among comparison groups, the only significant distinction observed was among the four different dosage groups. In relation to four of the identified themes (rule of law, alienation of youth, drugs and trauma), respondents who had not been exposed to *The Team* expressed lower confidence in their ability to claim rights than groups who had watched more of the drama. Respondents who had watched almost all of *The Team* at home reported comparatively more ability to claim rights on these issues. Additionally, women perceived a better ability to claim rights regarding the rape of women than men. This was the only area where women displayed expressed more confidence in their abilities/understanding than men.

The story below from Nairobi, shows the effect of *The Team* and mobile cinema screenings on the ability and courage to claim rights even for those who were once deemed enemies:

| This is a story about an elderly man, Joseph Muganda. He is a Luhya who used to live in Katwekera village in a place called Muganda. Joseph had lived in Katwekera since he was a young man and grew up to marry another Luhya. During the post-election violence, Joseph and his family were among the people chased out of Kibera by the young men from the Luos tribe. Because the Luos outnumbered the Kikuyu, they had come to believe that Kibera belonged to them and not to the Kikuyu. Joseph Muganda had owned most of the houses in this area. After he had been chased out of Kibera, the houses that he had owned were either seized by the Luos or burnt down. He lost all his properties. After being driven out they had nowhere to go, so they went to live as IDPs at the chiefs’ camp in Kibera. After the youths who had perpetrated the violence watched *The Team*, they realized that the people they had chased out were their brothers and sisters and that all of them suffered from economic problems that could not be solved by running the Kikuyu out of Kibera. They went to the IDP camps and asked the people they had chased away for reconciliation, allowing them to come back to their homes. Although they were allowed to |

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come home, many of the evicted people were unable to regain all of their properties because Luos had taken most of them that had not burnt down during the violence. Despite being allowed to come back home, Joseph Muganda did not get back all of their property. So far he only has possession of two houses, where he, his wife and other children live. Joseph has learnt to forgive those who chased them from their home, but he still wants justice to prevail whereby some of his property that was taken away be returned.

Indicator 5.1 of the Logframe measures the 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. The results above show that midterm survey respondents consistently rate their ability to claim right for victims of rap high. This is corroborated by results discussed under “Rap” above which show that respondents are more knowledgeable of what women should do when they become victims of rap crimes.

4.2.5. *Responsiveness of government officials relating to each issue.*

![Responsiveness of Government Officials](chart.png)
Finally, respondents were asked to assess the responsiveness of government officials regarding the 15 identified issues. The overall mean values expressed for each of the issues were significantly lower than those in questions relating to respondents’ own abilities; mean values ranged from 3.86 to 5.7. The lowest and highest rated issues in relation to the responsiveness on behalf of government officials were economic divide and gender, respectively. Rape of women, drugs, teamwork and reconciliation received mean ratings between 5 and 5.6. Remaining issues received ratings between 4.1 and 4.9, with the issues of corruption, mob justice, good governance and trauma being on the lower end of this group.

Major variations were witnessed among geographical location and dosage groups. Survey respondents who had not been exposed to The Team’s programming reported seeing less response from government officials on the issues of mob justice, corruption, economic divide, drugs, tribalism, teamwork, diversity, good governance, reconciliation and trauma.

In contrast, respondents who had watched almost all episodes at home reported higher levels of responsiveness from government officials on these issues. Survey participants who had watched only a few episodes of The Team also expressed more responsiveness on the government’s behalf on some of these issues, however to a lesser extent than those who had watched all episodes.

In terms of geographical location, distinctions were very significant. On almost all issues, respondents from Naivasha reported more responsiveness from the government than any other geographical location.

On four issues – rule of law, mob justice, corruption and good governance – all locations reported significantly less government action than Naivasha. In the context of all other issues, selected locations reported lower levels of government action in comparison to Naivasha, Kisumu being noteworthy among these.

As will be discussed in the Recommendations Section, more direct effort with government and civil society is needed in order to ensure that the positive results that have been achieved with citizens and community groups will also reach officials. The example below demonstrates the potential of The Team to influence key government agencies because of the model it sets for addressing significant matters in the society:
This governmental steering committee, affiliated with the Office of the President, is composed of government officials, civil society, media, academia, women organizations, and other relevant groups. According to the senior staff interviewed, they operate both on national and regional levels where they have Peace Committees. They learned about The Team via USAID, and came to learn about MFA’s other programmes such as Fist to Five. They regard The Team as a successful initiative because:

1. It targets the young generation;
2. The standard trend is to work institutionally and with older generations; The Team works with younger ones;
3. Citizen TV, where The Team is aired, is a well-watched TV station because it reaches to the common person;
4. Football is a popular franchise that can engage everyone;
5. Young people can relate to The Team characters and scenario;
6. Based on information they have from their Public Relations Office, The Team is the most watched TV drama among young people.

Based on their understanding and observation of The Team, and the Kenyan partner MFA, the Secretariat invited MFA to join the Media and Public Relations Subcommittee especially “because the subcommittee was weak and we were reaching people via layman approaches. This was not maximizing our effort. MFA made us realize the need to engage various media sectors like educators, journalists, reporters, while before we relied on public relations office to contact media houses. MFA made us realize the need to engage people in media houses to learn their responsibilities towards peacebuilding and arms control. This led to a concept note on areas where we need training for use and for media houses.” The training includes:

1. Role of media in peacebuilding;
2. Media sensitive reporting;
3. Explore avenues of engagement between peace actors and media houses.

One interviewee stated clearly that MFA’s work on The Team and on Fist to Five led to the collaboration that is now taking place, and led to shaping their ways of operating. Further, she stated “without The Team we would not have noticed MFA.”
Indicator 5.2. of the Logframe focuses on case studies of improved government practices as related to human rights and the rule of law, especially in relation to police impunity and mob justice, linked to viewing *The Team* and participation in outreach activities. The case above shows the effectiveness of *The Team* in inspiring government agencies to change practices by making them more inclusive and by improving their reach to the public, which translate to better governance. More deliberate effort is needed to reach more government agencies consistent with the indicator.

Similarly, *The Team* as a model has the potential to influence the practices of civil society organizations, a matter that is directly included as an objective in the Logframe. The example below demonstrates such potential:

**PeaceNet**

PeaceNet, a civil society organization working on peace and conflict management, was founded as a framework for relief inter-agency efforts since the 1992 clashes. Its main focal areas are memberships, development and networking, training and capacity building in conflict transformation, research, advocacy and information. They became involved with MFA after one of their staff watched *The Team* on TV, and later discussed it with the MFA producer. They learned that MFA has produced DVDs of *The Team* for facilitation and training purposes. Realizing the effectiveness of these DVDs and their accompanying facilitator’s guide, PeaceNet is preparing to distribute them to partner organizations. PeaceNet envisions many benefits from collaborating with MFA around its products such as *The Team* and Fist to Five, including:

1. As PeaceNet works on issues of peacebuilding, they need consensus-building approaches such as the ones portrayed in *The Team*.
2. PeaceNet is preparing a brief write-up on the DVDs to let audience know to use them and on what context to use them.
3. PeaceNet plans to share the DVDs with partners trained in conflict analysis and related areas.

On the influence of *The Team* on their work, a PeaceNet staffer stated that when he watched it he felt that whoever “crafted this is a genius.” This is because football is very popular as a platform, and this reaches young people effectively. PeaceNet staff welcomes more collaboration on *The Team*, especially by contributing to script writing, and by supporting radio broadcast where there is a need to reach people in various areas.
Indicator 6.1 of the Logframe measures the increase in the number and types of actions taken by partner CSOs to address the themes addressed by *The Team*. The example above demonstrates the relevance not only of *The Team* themes, but also its processes and methods in reaching a wide audience using open and participatory methods. In this case, PeaceNet is benefitting from MFA’s training and DVDs which include instructions for facilitating discussions.
5. Summary and Recommendations

The midterm evaluation revealed the impressive success of The Team to date. The Team as a TV and radio drama, along with its mobile cinema screenings and accompanying electronic forums, have proven to be highly effective in reaching young people in Kenya, and contributing significantly to their effort to achieve peace and stability.

The results of this multi-faceted midterm evaluation showed that The Team drama succeeded in addressing issues of great importance to Kenyans, such as tribalism, corruption, youth isolation, rape of women, trauma, etc. It did so with much success compared to the efforts of other local Kenyan drama, as evident from comparing the baseline and midterm results. Further, its effectiveness in addressing these issues stood out compared to the effectiveness of other local Kenyan drama. This success was due to many factors. First, The Team used a platform- a football team- for which young people can identify and relate to. Second, it portrayed real life situations representative of what the average Kenyan deals with in her/his life. Third, it touched on the issues that have preoccupied Kenyans since the Post Election Violence. Fourth, it provided realistic and appropriate approaches to addressing these issues. All these factors led to the success of the drama, as a TV and radio production, in positively influencing the public’s perceptions and attitudes about several issues such as addressing tribalism, recognizing its negative effects on their decisions and actions, supporting rape victims, and on their conflict behavior.

In addition, the mobile cinema screenings, with their facilitated discussions, sparked a sense of community among citizens, provided space for them to meet their foes and at times to drop their guards, and to embrace each other. Furthermore, the mobile cinema screenings seemed to have influenced many citizens to take actions to address violence, and to restore peace, and to act within the principles of good governance and rule of law. As explained in the report, several citizens formed groups, inspired by The Team, to bring about peaceful coexistence and unity among Kenyans using sports platforms, legal support, and community outreach. In other cases, individuals reached out to their former perpetrators and victims seeking reconciliation and reintegration. In all such cases, citizens recognized the contribution of The Team and the mobile cinema screenings to their actions and behavioral change.
Earlier in this report a discussion focused on the premises and assumptions of the project. The assumptions about social change suggested that a long pattern of peaceful coexistence, coupled with the use of media-based practical and realistic approaches for how to effect change, can contribute to transformation at the levels of knowledge, attitudes, perception and action for good governance and improved rule of law. The results in this report show that indeed people, especially during discussions in mobile cinema screenings, reverted to the pattern of peaceful coexistence, while realizing the need to transform the negative attitudes and behaviors which led to the violence of 2007 and which could continue to threaten their peace. The examples of citizen actions as a result of viewing *The Team* or participating in its activities, show that the project, to a great extent, is achieving the objectives stated in the Logframe which focus primarily on transforming actions within the realm of good governance and rule of law.

As *The Team* organizers are preparing for the second season, the following are recommendations based on findings from the midterm evaluation:

1. Consider approaches to reach out to citizens with no or primary education. That group seemed to have benefitted the least from *The Team*. Perhaps the use of local languages would help in getting the message through to them.

2. Recognize the unique differences among locations, and the varied effects of *The Team* as a result. For example, Mombasa respondents, unlike the overwhelming majority of others, did not recognize the significant contribution of *The Team* compared to other local Kenyan drama. Naivahsa respondents, on the other hand, appeared to be more intoned with *The Team* themes and their effectiveness.

3. Consider making a deliberate effort to include members of the government and civil society in mobile cinema screenings. Some of those members appeared in some screenings, but it is not clear if the effort was made to include them. Their presence, and hopeful engagement with citizens on their actions, will contribute to meeting the project objectives.

4. Consider recommendations made by respondents about the schedule of airing the drama in order to reach a wider audience.
List of Appendices

1. Logframe with Value Tables

2. Statistical Charts

3. Methodology

4. Comments in Surveys and on Electronic Media

5. Baseline and Midterm Survey Forms