Final Evaluation Report
Introduction

To counter this growing problem of radicalization and recruitment via social networks, “Search for Common Ground” Kyrgyzstan implemented the TaasirLink “Citizen Narrative Campaigns” project aimed at increasing the resilience of young people (aged 14-36 years old) at risk of radicalization and recruitment by implementing counter-messaging campaigns, designed based on the positive deviance approach for behavior and attitude change and involving a network of influencers identified thanks to social media analysis.

The main objectives of the Final Evaluation are to:

I. Evaluate to what extent the on-line and off-line media campaigns bring change among targeted youth on knowledge, attitude and practice regarding:
   a) Gender empowerment;
   b) Critical thinking and fact checking;
   c) Social cohesion and proactiveness;
   d) Understanding others sense of belonging.

II. Assess the effectiveness and efficiency of the messaging circulated by the project credible messengers in local communities;

III. Assess the effectiveness of media campaign promotion channels and communication methods used in on-line and off-line media campaigns.
Within the framework of the study the following activities were carried out:

1. **Desk review** of the required literature (24 articles and reports) and key project documents (mini event reports);

2. Quantitative survey with **314 young people** in all districts of Kyrgyzstan;

3. **6 FGDs**, involving **50 young people** involved in the project in the target areas.

4. **12** Key informant **interviews (KII)**s with **local influencers** in the target areas (teachers, social workers, who were involved in project activities);

5. **6** Key informant **interviews (KII)**s with **national influencers** included in the project;

**Geography:** all regions, Kyrgyzstan, including target regions (Osh, Jalal-Abad, Issyk-Kul)

Since all participants in the focus group discussions were subscribers to media content, in the future we will evaluate the combined effect of the campaign.
Socio-demographic profile of the respondents

- **Gender**: 29% male, 71% female
- **Ethnicity**: 72% Kyrgyz, 26% Uzbek
- **Marital Status**: 80% single
- **Age Distribution**: 59% 14-18 y.o., 28% 19-28 y.o., 13% 29-36 y.o.
- **Education Level**: 23% higher, 12% incomplete higher, 35% secondary education, 22% lower secondary

The main participants of the project were women, as well as the fact that in half of the villages, training workshops were conducted for girls, while boys in most cases, according to focus group discussions, participated more actively in sports activities.
Effectiveness of the media campaign
Main key findings: Effectiveness of the media campaign

99.4% of the project participants considered that overall, the media campaigns provided **useful recommendations** to the youth.

<table>
<thead>
<tr>
<th>Quote</th>
<th>Partially Useful</th>
<th>Useful</th>
<th>Not Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I love my village&quot;, n=224</td>
<td>7%</td>
<td>93%</td>
<td>0%</td>
</tr>
<tr>
<td>&quot;I am searching for. Thinking. Checking &quot;, n=155</td>
<td>9%</td>
<td>91%</td>
<td>0%</td>
</tr>
<tr>
<td>&quot;My possibilities are endless&quot;, n=183</td>
<td>13%</td>
<td>86%</td>
<td>1%</td>
</tr>
<tr>
<td>&quot;My life is my responsibility&quot;, n=139</td>
<td>13%</td>
<td>86%</td>
<td>1%</td>
</tr>
<tr>
<td>&quot;We are One&quot;, n=129</td>
<td>16%</td>
<td>84%</td>
<td>1%</td>
</tr>
</tbody>
</table>

The Taasirlink project has had a great impact on young people, they have changed for the better, changed their thinking, and are developing. That is, young people were able to use their free time positively and with use. In this project, I attended a meeting with influential people; I have participated in other campaigns, too. The meeting was attended by influential personalities who had authority among the population.

FGD participant, Bekabad.

73.5% usefulness–weighted average

A5. How useful was the information received through the following media campaigns?
Main key findings: Effectiveness of the media campaign

75% of the project participants strongly agreed that the conducted media campaigns contributed to their personal development. This fact was confirmed by focus group participants, who noted the **positive impact on personal development**.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>75%</td>
</tr>
<tr>
<td>Agree</td>
<td>19%</td>
</tr>
<tr>
<td>Neutral/no opinion</td>
<td>4%</td>
</tr>
<tr>
<td>Disagree</td>
<td>1%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2%</td>
</tr>
</tbody>
</table>

Before we didn’t do anything, and because of this boredom, this lack of activity, we were often in conflict with each other. Now we started working together, communicating, finding new ideas and it’s very inspiring.

*FGD participant, Jeti-Oguz*

84% of effectiveness – weighted average

A 13. How much do you agree that the media campaign contributed to your personal growth and development?
Main key findings: Effectiveness of the media campaign

The most popular page was the TaasirLink official Instagram page (75%). On this platform, the project was able to gather 9,570 subscribers and 3% of the content subscribers are still active. Instagram was then followed by YouTube (21%) and WhatsApp (19%). Participants in focus group discussions most frequently mentioned Instagram and WhatsApp.

I only used Instagram, I didn’t use any other channels. At that time most people didn’t have anything to do and spent their time on the Internet, on Instagram. It was the only channel where we could effectively promote our messages.

Online influencer, rapper.
Main key findings: Effectiveness of the media campaign

The more effective ways than social media of conveying messages were the contests (62%) organized among young people living in villages and marathons (27%).

N=314

A15. What materials, in your opinion, were the most effective for conveying the main message of the media
Main key findings: Effectiveness of the media campaign

41% of respondents followed the TaasirLink social media pages for from one to three months. This factor shows that not all of the respondents interviewed received all of the information disseminated online fully.

A8 How long have you been subscribed to the social networks of the TaasirLink project?

- 41% of respondents followed the TaasirLink social media pages for from one to three months.
- 27% of respondents followed the pages for from four to six months.
- 4% of respondents followed the pages for less than one month.
- 28% of respondents followed the pages for more than six months.

n=265
Attitudes of participants toward the main themes of the campaign
The media campaign called “I love my village” was the most effective in reaching the project’s target audience on the Internet (Instagram, YouTube, Facebook, Telegram and WhatsApp media platforms), with 71% of respondents having been exposed to the campaign materials. All FGD participants said they had received information from the online campaigns through Instagram and had actively participated in the contests and had shot videos for the project, which helped consolidate the project’s achievements.

We received videos even from remote villages. Of course, they weren’t of very good quality, because they were filmed on phones. But it shows the effect and reach of our project: we do something and the youth answers, young people are involved and the result is clear.

National influencer, journalist.
Attitudes of participants toward the «I love my village» theme of the online campaign

93% and 87% of the respondents have a high level of the sense of belonging towards their native village and agreed that they can contribute to the village’s development. All participants in the focus group discussions noted the positive effect of this media campaign, which included excursions, eco-actions, and installations.

n=224

- Everyone can contribute to the development of my settlement: 93% strongly support, 5% strongly disagree.
- Youth is an important component in the development of my community: 87% strongly support, 9% 2%.
- It is possible to contribute to the development of the settlement without having large financial resources: 67% strongly support, 21% strongly disagree.
- There are all opportunities for self-development in your village/city: 54% strongly support, 23% strongly disagree.
- Living in a village, you can also make good money: 53% strongly support, 20% strongly disagree.
- You can get good tuition through online courses without leaving your village/city: 50% strongly support, 27% strongly disagree.
- Work opportunities in the settlement are not limited to working only for local companies: 47% strongly support, 30% strongly disagree.

B1. Rate how you agree with the following statements on a 5-point scale
Attitudes of participants toward the “My possibilities are endless” theme

79% of the respondents show a high level of sense of gender equality in employment rights among participants. But there are still some stereotypes about women that are difficult to break.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
<th>Difficult to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A woman is not suitable for technical professions</td>
<td>89%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>A woman should be wise, endure and not go against her husband and relatives</td>
<td>78%</td>
<td>21%</td>
<td>1%</td>
</tr>
<tr>
<td>A woman should only leave the house with the permission of her husband</td>
<td>58%</td>
<td>39%</td>
<td>2%</td>
</tr>
<tr>
<td>A woman should not date a man before marriage</td>
<td>57%</td>
<td>41%</td>
<td>2%</td>
</tr>
<tr>
<td>A woman first of all should provide comfort in the house and only then take care of herself</td>
<td>51%</td>
<td>48%</td>
<td>1%</td>
</tr>
<tr>
<td>The wife belongs to the husband, she must follow his orders</td>
<td>50%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Woman - the weaker gender</td>
<td>34%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>A woman is less intellectually developed than a man</td>
<td>32%</td>
<td>67%</td>
<td>1%</td>
</tr>
<tr>
<td>A woman is destined to give birth and raise a child, to run a household</td>
<td>31%</td>
<td>68%</td>
<td>1%</td>
</tr>
<tr>
<td>Career and family are incompatible for a woman, she must choose one thing</td>
<td>20%</td>
<td>79%</td>
<td>1%</td>
</tr>
</tbody>
</table>

C1. Do you agree with the following statements?

FGD participants also note the positive effect of offline events in this media campaign, as the meeting with famous women had a great impact on the inspiration of girls to achieve their goals.

Before, I didn’t know about many famous women of Kyrgyzstan, but after the events, I started to learn about them. I became interested in the lives of akyns, athletes, famous people, famous women of our country. I bought books, studied their biographies, what they did for the country, learned something from their experience, and I am still interested in this.

FGD participant, Alle-Anarov
A majority of the respondents (90%) noted that women in their village actively express their opinion over the past 6 months. The data are confirmed by a qualitative study.

- **Women in your village are more active in expressing their opinions, supporting each other in everyday household and family matters**
  - Yes: 90%, No: 8%, Difficult to answer: 2%

- **Women in your village have begun to participate more actively in the promotion of religious and spiritual values, to hold various cultural events**
  - Yes: 79%, No: 19%, Difficult to answer: 2%

- **In general, the activity of women in the village in making decisions and asserting their rights has increased over the past six months.**
  - Yes: 75%, No: 22%, Difficult to answer: 3%

- **Heads of local self-government bodies and district administrations support women in their initiatives and proposals**
  - Yes: 72%, No: 23%, Difficult to answer: 4%

- **Women are involved in maintaining peace and stability in your village**
  - Yes: 67%, No: 33%, Difficult to answer: 1%

- **Women in your village or district have created support groups**
  - Yes: 56%, No: 41%, Difficult to answer: 3%

We can say that people's attitudes have changed. We have this notion that when a girl graduates from school, she should not pursue her studies but get married. Or she might become a nurse or a teacher. I think people's attitudes have changed now.

*FGD participant, Arslanbob.*

**C3. Have you encountered the following situations in your village over the past 6 months:**
Attitudes of participants toward the "My life is my responsibility" theme

70% majority of the respondents always do everything they can to become independent and responsible for their own lives, which shows a high proactivity level. Focus group participants also noted an increase in proactivity among participants.

<table>
<thead>
<tr>
<th><strong>n=139</strong></th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do my best to become independent and responsible for my life</td>
<td>70%</td>
<td>17%</td>
<td>10%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>I feel that my life is under my control</td>
<td>67%</td>
<td>18%</td>
<td>7%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>I know how to get information that will help me cope with the difficulties that arise in my life.</td>
<td>60%</td>
<td>26%</td>
<td>10%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>I consider myself able to make the necessary decisions if difficulties or problems arise</td>
<td>56%</td>
<td>29%</td>
<td>10%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>I understand very well what I need to do to be independent and make decisions on my own</td>
<td>50%</td>
<td>34%</td>
<td>11%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

The most important thing is that the students were interested, we all tried to become participants. Now other students look at them and ask us to include them, because these students were able to learn a lot. The students are now learning about the project from each other and they are getting even more interested.

FGD participant, Nariman

D1. Please tell me how often you feel, think or act this way.
Attitudes of participants toward the “I am searching for. Thinking. Checking” online theme

Thirty seven percent of the respondents said they never check information before sharing it with others and twenty eight percent of young people said they do fact-checking on rare occasions, which shows that fact-checking was not fully applied among the participants. At the same time, focus group participants apply critical thinking and fact-checking skills more often.

In the framework of the Taasirlink project, I received additional information about critical thinking. Critical thinking has a huge place in a person's life, because many people without thinking start discussing, but you can't do that. Before you start doing something, you have to ask yourself what good it will do me, what will happen to that person if I do it - this is all part of critical thinking. I really liked the information about critical thinking.

E3. How often do you share information with others without first checking it?
Attitudes of participants toward the «We are one» theme

Participants of focus group discussions in targeted communities that have a multi-ethnic population also confirmed the population’s unity. Many schools have mixed classes, and residents of different nationalities have good neighborly relations.

*We have both Kyrgyz and Uzbeks living together as friends. We have no division by nation, they go to festivals and events together. They invite each other to visit, if the neighbor is of a different ethnicity, they still invite each other, they respect each other.*

*FGD Participant, Arslanbob*

An absolute majority (more than 73%) of the respondents supported “We are one” ideas.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to have friends among people of other nationalities</td>
<td>5%</td>
<td>11.6%</td>
<td>86.0%</td>
<td>93.0%</td>
</tr>
<tr>
<td>I believe that everyone should act for themselves</td>
<td>7.0%</td>
<td></td>
<td>92.2%</td>
<td></td>
</tr>
<tr>
<td>I feel myself part of my community</td>
<td>2%</td>
<td>14.0%</td>
<td>84.5%</td>
<td></td>
</tr>
<tr>
<td>If I see that a person is in a problem situation, I will always try to help him</td>
<td>2%</td>
<td>16.3%</td>
<td>81.4%</td>
<td></td>
</tr>
<tr>
<td>I always try to help others</td>
<td>2%</td>
<td>16.3%</td>
<td>81.4%</td>
<td></td>
</tr>
<tr>
<td>I find it easier to achieve a common goal together than alone</td>
<td>5%</td>
<td>19.4%</td>
<td>73.6%</td>
<td></td>
</tr>
</tbody>
</table>

How much you agree with the following statements?
Effectiveness of involved influencer
A16. Do you think the presence of famous people in the project influenced your decision to subscribe to this content?

The presence of influencers positively influenced the promotion of content and the media campaigns of the TaasirLink project (73%). Participants of FGDs also noted that the presence of local and guest celebrities influenced their willingness to participate in the project.

When I saw Myrzagul and Nurgul Ezheke (local opinion leaders), I also wanted to become like them. “Why don’t we have such women, we can also participate in Taasirlink or other projects, be like them,” I had this thought, and I got interested in it.

FGD participant, Arslanbop
Effectiveness of involved influencers’ media-campaign

47% of respondents said they trusted influencers and the information they shared. It’s worth noting that the level of trust among women is higher than that of men (16%) difference.

A17. Please rate the level of your confidence in the opinion of the key influencers involved (stars, famous personalities) involved in promoting the media campaign, you would say that you...

- I completely trust the influencers and the information
- I trust the influencers however I will double check the information
- I don’t trust the influencers but will listen to the information
- Neutral/ have no opinion on that
- Don’t know

N=314

47% said they trusted influencers and the information they shared.
Effectiveness of involved influencers’ media-campaign

Half of the online influencers considered that the content provided was understandable for the followers. The most popular types of content among influencers were video clips and contests.

The Taasirlink project has had a great impact on young people, they have changed for the better, changed their thinking, and are developing. That is, young people were able to use their free time positively and with use. In this project, I attended a meeting with influential people; I have participated in other campaigns, too. The meeting was attended by influential personalities who had authority among the population.”

FGD participant, Bekabad.

We received videos even from remote villages. Of course, they weren’t of very good quality, because they were filmed on phones. But it shows the effect and reach of our project: we do something and the youth answers, young people are involved and the result is clear.

National influencer, journalist.

Followers wrote to us in private messages and thanked us for helping them reach their goals and helping them build useful habits. 90% of the feedback I received was positive.

National influencer, singer.
Main key findings: Effectiveness of involved influencers

Influencers noted the high activity of participants and they observed an increased interest in pursuing similar contests.

Yes, yes, I am ready, and we are still trying to share opinions, ideas.

Online influencer, member of the KR kickboxing team.

They keep writing to me, we talk, communicate. We have some common interests in doing good deeds, improving lives and making the world more colorful.

Online influencer, singer.

From the FGD results, we can note that young people were most often inspired when they saw similarities with influencers (e.g., the Influencer was from a village and told his own success story).
Sustainability of the project
Eighty one percent of the participants said that they applied the acquired knowledge in practice, which indicates a high level of application of the practices. During the focus group discussions involving the most active participants of the offline campaign, all respondents highlighted the usefulness and applicability of the project. The acquired knowledge helped them develop proactivity and set further goals. Many participants have already started applying the acquired skills, and continue to organize sports activities in half of the villages up to now.

A11. Did you apply the acquired knowledge in practice?

After the project I started thinking that my life would be pointless and that I should maybe open an organization or learning center in my village or organize events. I read somewhere that there are specialized courses for girls where they teach them psychology, how to raise a child and teach about other domains too. I think that we should also have something similar. Our girls spend their time on their phone, but they should be interested in reading more.

FGD participant, Arslanbob
Sustainability analysis of the conducted media campaigns

A majority of the respondents (55%) also said that when applying the acquired knowledge, they studied additional material on self-development, critical thinking, management skills, etc. The main reason given for not being able to apply the acquired knowledge in practice was a lack of time (77%).

$n=139$

Study additional literature, that promotes self-development, critical... 55%
Actively integrate sport into your life 52%
Studying foreign language 49%
Taking new courses for self-development 37%
Other 4%

$SDS$ Did you practice any of the following:

$n=56$

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No time</td>
<td>77%</td>
</tr>
<tr>
<td>Learned nothing new</td>
<td>11%</td>
</tr>
<tr>
<td>Wasn't very interested</td>
<td>4%</td>
</tr>
<tr>
<td>No opportunity</td>
<td>4%</td>
</tr>
<tr>
<td>The seminar was held recently, there was no opportunity to apply</td>
<td>2%</td>
</tr>
<tr>
<td>Just recently registered</td>
<td>2%</td>
</tr>
<tr>
<td>They are theoretical, not applicable in practice</td>
<td>2%</td>
</tr>
</tbody>
</table>

“A12 Why didn’t you apply the acquired knowledge in practice?”

“Before we didn’t do anything, and because of this boredom, this lack of activity, we were often in conflict with each other. Now we started working together, communicating, finding new ideas and it’s very inspiring.”

FGD participant, Jeti-Oguz
Sustainability analysis of the conducted media campaigns

Young women noted their high motivation to continue studying. A number of participants pointed out the positive impact of the campaign on their interest in reading more and self-educating.

We can say that people’s attitudes have changed. We have this notion that when a girl graduates from school, she should not pursue her studies but get married. Or she might become a nurse or a teacher. I think people’s attitudes have changed now.

FGD participant, Arslanbob.

People have just started to understand that girls too should be educated, now they think about their future...

My views have also changed, for example only my father works in my family and my mom stays at home. When I was younger, I understood that only men should work and women should be housewives and shouldn’t go to the market to sell goods. But after participating in TaasirLink and other programs, my previous views have changed. When I get married, I’ll get married to an educated woman and if she wants to work, I’ll let her.

FGD participants, Alle-Annarov.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>You gained the ability to the critical thinking</td>
<td>44%</td>
</tr>
<tr>
<td>You became more attached to your local community</td>
<td>39%</td>
</tr>
<tr>
<td>You start to support women empowerment</td>
<td>38%</td>
</tr>
<tr>
<td>You start to check the Facts or information provided to you</td>
<td>28%</td>
</tr>
</tbody>
</table>
Sustainability analysis of the conducted media campaigns

We thought that girls from our village didn’t aspire to anything, and didn’t study like they should. But in the essays that they wrote, in their work, we noticed what they wish for, we saw that they have a desire but feel they can’t change their position and restrain themselves because their environment keeps them from taking the first step forward.

Local influencer, Begabad village.

Speaking of problems faced by the local communities, according to the results of the discussions, an important one is gender. Many participants mentioned existing stereotypes about women, marriage and the role of women in society within their communities.

FGD participants noted that the main challenges to the project’s sustainability were the low interest expressed among the older generation of target communities, the rooted gender and age roles and customs, parental restrictions on pursuing studies, and financial limits.

Online influencers recommended pursuing this work both online and offline. They also mentioned the need to expand the media campaign’s topics and reach a larger audience by involving different media platforms and celebrities.

Children always give consent, but now it’s up to the parents to decide what the child does. If we tell him, “You should come, write poetry, read this,” it’s still up to the parent to decide what to do, so we need to work closely with the parents. For example, Mahabat has a desire to write poetry, okay, I’ll supervise her. And tomorrow I will invite her to the club, but her parents may not let her go. So you need to work with your parents too.

FGD participant, Saruu
Recommendations
Effectiveness of the media-campaign and changes in the mindsets

### Conclusions

- On Instagram page, the project was able to gather 9,570 subscribers and 3% of the content subscribers are still active.
- 71% of the participants of the project were women.
- 70% of the participants indicate a high level of proactivity.
- More than 60% of participants use fact-checking and critical thinking skills in their lives. There are still some stereotypes about women that are difficult to break.

### Recommendations

- To increase activity, it is recommended to arrange contests with reposts and tagging in the posts, as well as other SMM methods to attract an active audience more.
- Further develop the idea of gender equality, especially among the male audience of the project through Facebook (62%).
- It is recommended to continue activities and/or establish agreements with local influencers to continue activities aimed at strengthening unity and proactivity. For example: the opening of additional classes in local schools.
- It is recommended that topics such as critical thinking and gender empowerment be further promoted and communicated, as these were the topics on which respondents had the most difficulty. To increase the results on this topic, it is recommended to conduct the similar trainings in all areas of the project.

---

Conclusions

- On Instagram page, the project was able to gather 9,570 subscribers and 3% of the content subscribers are still active.
- 71% of the participants of the project were women.
- 70% of the participants indicate a high level of proactivity.
- More than 60% of participants use fact-checking and critical thinking skills in their lives. There are still some stereotypes about women that are difficult to break.

Recommendations

- To increase activity, it is recommended to arrange contests with reposts and tagging in the posts, as well as other SMM methods to attract an active audience more.
- Further develop the idea of gender equality, especially among the male audience of the project through Facebook (62%).
- It is recommended to continue activities and/or establish agreements with local influencers to continue activities aimed at strengthening unity and proactivity. For example: the opening of additional classes in local schools.
- It is recommended that topics such as critical thinking and gender empowerment be further promoted and communicated, as these were the topics on which respondents had the most difficulty. To increase the results on this topic, it is recommended to conduct the similar trainings in all areas of the project.
Effectiveness of the influencers

Conclusions

73% of participants confirmed that the presence of influencers influenced their desire to participate in the project’s Instagram page.

All influencers observed positive changes among young people participating in the project (mostly schoolchildren, because most of the local influencers were teachers).

Young people were most often inspired when they saw similarities with influencers.

Recommendations

It’s recommended to involve bloggers and influencers from platforms such as Facebook, YouTube for greater coverage of the project.

It is recommended to attract additional project influencers like employees of the Aiyl Okmotu (district administration), heads of local workshops, heads of the women's council, etc.

It is recommended to involve Influencers who share the main ideas of the campaign, like influencer from “I love my village” media campaign.
## Sustainability of the media-campaign

### Conclusions

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FGD participants noted that the main challenges to the project’s sustainability were the <strong>low interest expressed among the older generation</strong> of target communities.</td>
<td></td>
</tr>
<tr>
<td>75% of the project participants confirmed that the media campaign had contributed to their personal development.</td>
<td></td>
</tr>
<tr>
<td>Participants had a hard time knowing the reality of the world because of language barriers with information sources.</td>
<td></td>
</tr>
<tr>
<td>This campaign was <strong>84% effective</strong> and received positive feedback from participants.</td>
<td></td>
</tr>
</tbody>
</table>

### Recommendations

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To reduce the risks of unsustainable effects of the project, it is recommended to involve an older audience in the project, to understand more about the project and to support young people.</td>
</tr>
<tr>
<td>It is recommended to create a network of influencers to continue promoting the ideas of the project. Thus, the influencers agreed to continue spreading the main ideas of the project through their Instagram pages.</td>
</tr>
<tr>
<td>The majority are using the Internet, so working on an extension or a method to efficiently translate material online would be beneficial. Most applications do this already (i.e. Instagram, Facebook and some websites through Google).</td>
</tr>
<tr>
<td>It is recommended to spread the media campaign to all regions of Kyrgyzstan, with the possibility of continuation in other countries.</td>
</tr>
</tbody>
</table>
Thank you!

Do you have any questions?