

Minutes

The 31st Monitoring and Evaluation Learning Forum

“KAP Survey for Baseline”

28th September 2023, 8:30 AM – 4:30 PM

Physical Platform

Total participants: 52 people (12female)



KAP Survey for Baseline



Phnom Penh



28 September 2023
8:00 AM - 5:00 PM

The Deadline of Registration is on
21 September 2023 at 3PM



Scan Here for Register



Admission Fee

	Physical Join:
For CCC Members	2 seats are free per NGO, the fee will be charged USD 25\$ per person/forum, if there is more than 2.
Non-CCC Members	Non-member will be charged 50\$ (If the seat is still available)



Contact Person

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1. Introduction

Cooperation Committee for Cambodia (CCC) is the largest and longest membership-based organization in Cambodia. By August of 2023, CCC has 177 NGOs, foreign and domestic NGOs as its members and provincial NGO networks in 16 provincial NGO networks. Currently, CCC is implementing its fourth phase Governance Hub Program (GHP 2021-2023) which consists of two goals: 1) Improved enabling environment for CSOs; and 2) Sustained functionality of CSO Resource Hub at national and sub national levels. CSOs empowered with enhance capacity, resiliency and representation is one out of the four Outcomes from CCC which mainly focus on capacity enhancement to its members.

The project staff have to understand and could use the M&E tools in the project for all phases or level of implementation such as baseline and end-line evaluation. Based on the result of the last M&E learning forum which was held on 28 April 2023, the NGO participants wish to learn more on

the simple and practical M&E tools that can be developed and used by the NGOs themselves to effectively manage the project or program. With the suggestion from the NGOs participants/M&E practitioners, the CCC's team and M&E working group discussed together deeply to find out the topic, practical tools and methodologies to share with NGO participants in the learning forum and select the practical tools to participants for all kinds of NGOs and all levels of program or project staff in the organization which they can develop and use the M&E tools by themselves to manage the project or program. At the end of meeting, one of the M&E working group member who has a great experience with different concept of local and foreign NGOs on developing and using the simple and practical M&E tools will be the resource person to share with NGOs participants for the whole day on 28 September 2023 for the topic of "KAP survey for Baseline" which will be organized at Tonle Bassac2 restaurant.

2. Objectives of the Learning Forum

Participant shared experiences/practices related to below points:

- Participants could understand the important of rational of KAP survey
- Participants would be familiar with KAP survey
- Possibly to identify the different of study on research question, research objectives and hypothesis
- How to develop questionnaire
- Plan to analyze data and interpretation
- Share on field work management

3. Open Remark

Welcome and Opening Remarks by **Mr. Kong Bunna, M&E working group member**. He would like to say thank to the organizers, all working group members who always support CCC to make those learning forums go smoothly. As today, I would like to say thank to **Mr. Khim Narith**, Monitoring, Evaluation and Learning Specialist from Solidarity Center and also a member of CCC-M&E working group who will facilitate this learning forum for a whole day. To organized this platform, we have discussed a lot with all 9 working group members to finalize topic for M&E learning. Today is the 31st M&E Learning forum with support from our working group members to host the learning with CCC.

Finally, I would like to say thank to all our members, especially management team who allow their team to join in the all learning forums and events of CCC. I would like to wish you all the best and take this chance to open this 31st M&E forum this morning, and hope we can get the fruitful discussions in the whole process of this learning forum.

4. Introduction to all participants

Mr. Khim Narith, Monitoring and Evaluation and Learning Specialist from Solidarity center and also a member of CCC-M&E working group present as below:



What Is Baseline



An initial assessment conducted before the implementation of an intervention or project to gather data on the current situation, attitudes, and behaviours of the target population.

A descriptive cross-sectional survey that mostly provides quantitative information on the current status of a particular situation – on whatever study topic – in a given population.



Why Baseline



Identifying Gaps: The baseline study helps to identify gaps in the **current situation**. It provides valuable insights that guide the development of appropriate interventions

Developing Appropriate Interventions: The baseline study provides data that guides the development of appropriate interventions. It helps to **identify the needs** of the target population, and it provides insights that guide the development of effective interventions.

Setting Indicator's Target: The indicator's target is only **making sense** when baseline is available.








What Is KAP?

	Definition	Example
K	Knowledge The level of target group's awareness and understanding of a particular topic.	A level of awareness among caregivers/parents about different aspects of children's protection rights.
A	Attitude How target group feel about a particular topics, as well as preconceived ideas or beliefs they may have towards it. Attitudes influence future behavior no matter the individual's knowledge and help explain why an individual adopts one practice and not other alternatives	Parents believe that it was teacher's sole responsibilities to educate children.
P	Practice The ways in which target group apply their knowledge and attitude of a particular topic through actions. Practice and behavior are interchangeable terms.	Many Cambodian students are not doing self-study.



KAP & Project's Framework

Input	Activities	Outputs	Outcomes KAP	Impacts
All types of resources for conducting any activity.	Actions undertaken by the project to achieve the set objectives.	Tangible and direct results of activities. It is not a change but only a progress of activity.	Changes of target group's Knowledge, Attitude, and Practice after engaging with project's activity.	Any changes to individual, family, society, or country after target group changed their practice.
Example   	 Providing results-based reporting writing to all sub-awardees.	 # of training sessions # of participants # of key topics # of sub-awardees # of hours # of female participants # of youth participants Amount of budget	K ^{Knowledge} Increased sub-awardees' awareness of project's results & data collection methods. A ^{Attitude} Improved sub-awardees' thought about the relationship between quality of report and funding opportunity. P ^{Practice} Increased usage of project data management tools among sub-awardees.	Improved the quality of sub-awardee's reports. Increased positive perceptions among development agencies and government toward CSOs in Cambodia. Increased amount of annual funding from development agencies and government toward CSOs in Cambodia.




Research's Objective, Question, Hypothesis

	Definition	Example
O bjective	It describe what we expect to achieve by conducting a research.	To determine most appropriate project's strategies in changing target communities' knowledge, attitude, and practice in Mondulkiri province.
Q uestion	It pinpoints exactly what you want to find out in your work. It is not a single question in your questionnaire.	To what extend do the project target groups understand about benefits of wildlife and forest conservation? Is there any relation between knowledge and CPA membership status?
H ypothesis	It is a statement that predict what your research will find. Mostly it is developed based on previous knowledge or literature review.	People in Mondulkiri province have low understanding of forest benefits. Many people in target communities have heard about Environmental Protection, Biodiversity, and Conservation.

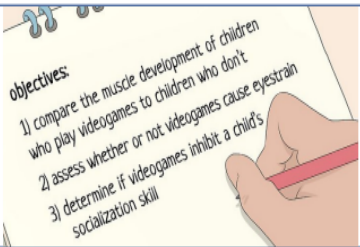



How to Formulate Research's Objective



Limited Number

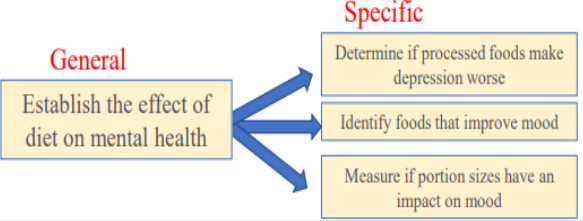
Keep your objective list limited to 3 to 5 specific aims. That way, your project is substantial enough to answer important questions, but not so large that you can't complete it.






General & Specific


In many research proposals, the proper format is a general or long-term objective followed by a few specific ones. The general objective is essentially what you hope to achieve with the project. The specific objectives are the building blocks of that general goal.





SMART Criteria

It's a common tool for all kinds of goal-setting and is a great guide for assessing your research objectives.





How to Formulate Research's Objective



Use Action Verbs

Objectives are about action, so use verbs when you list them. Think of strong action verbs to start each objective with. This makes your proposal look actionable and dynamic

- Determine if processed foods make depression worse
- Identify foods that improve mood
- Measure if portion sizes have an impact on mood.



Clear & Concise

Your objective should be 1 sentence at most. Use clear, simple, and actionable language so your readers can follow and understand your goals. If you're having trouble shortening an objective to 1 sentence, then you probably need to split it into 2 objectives.



Specific Language

Objectives don't need to be packed with specific data, but they should have enough detail that readers know exactly what you're studying. Be as clear as you can so readers don't have any uncertainties about what you're working on.

- ✗ "Determine if sunlight is harmful"
- ✓ "Determine if prolonged sun exposure increases subjects' risk of skin cancer."



Tips for Writing Research's Hypothesis



1. Ask Question

In the scientific method, the first step is to ask a question. Frame this question using the classic six: who, what, where, when, why, or how.



2. Desk Review

Collect some background information on your topic. It's important to explore your questions from all sides. Don't let conflicting research deter you.

After completing all your research, think about how you will answer your question and defend your position.

Q "How does sleep affect motivation?"

Findings

A lack of sleep creates a negative impact on learning. It decreases thought processes and makes it harder to learn anything new.

Therefore, when you are tired, it's harder to learn and requires more effort. Since it is harder, you can be less motivated to do it.

Additionally, there is a point where sleep affects functioning.



3. Formulate Answers

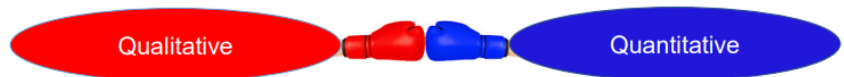
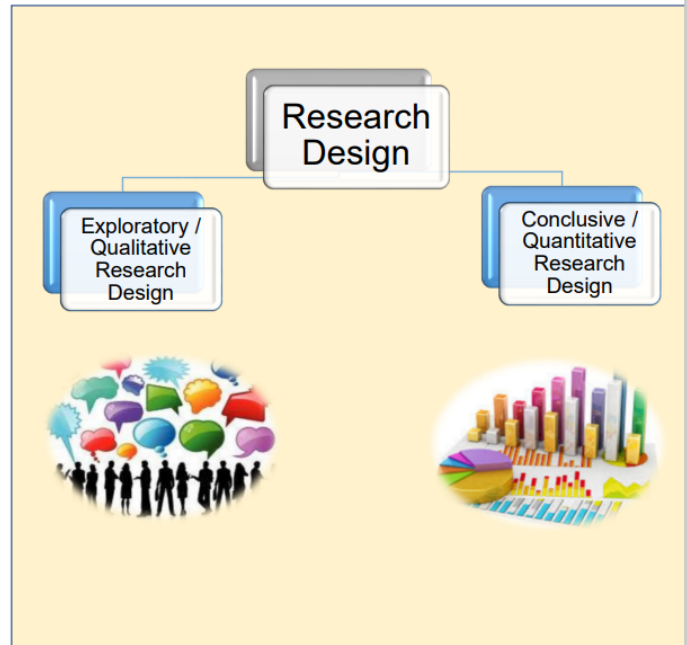
A. "Getting less than eight hours of sleep makes it harder to learn anything new and make new memories. This makes learning harder, so you are less likely to be motivated."



Types of Research Design

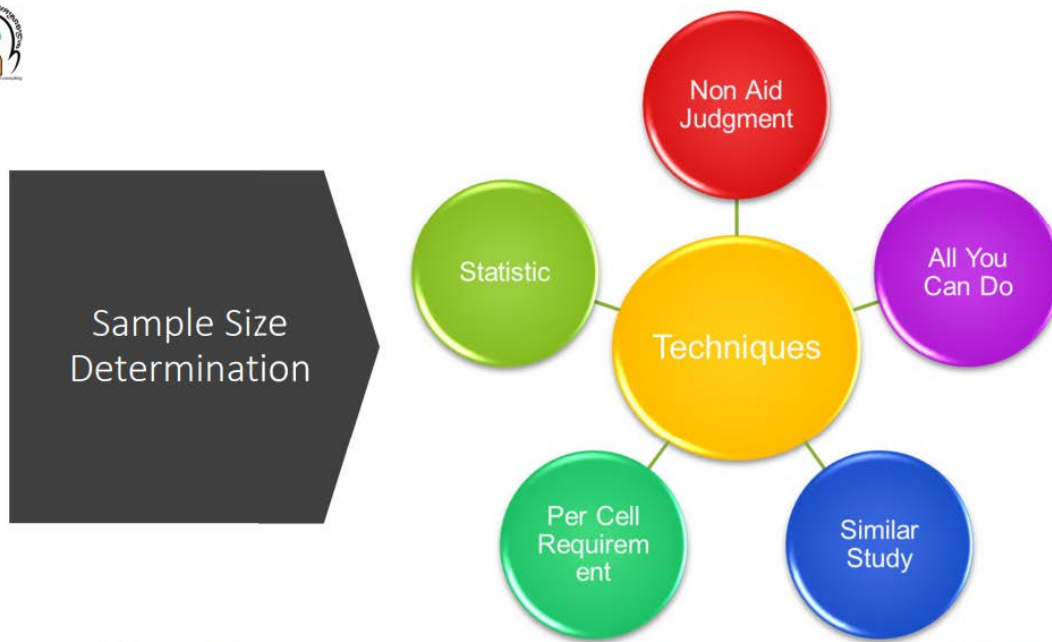
Research Design: Is an **overall strategy** that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research objectives, questions, and hypothesis.

It is widely classified into **TWO groups** namely Qualitative/ Exploratory and Quantitative/ Conclusive.



	Qualitative	Quantitative
Objective & Focus	Explore the reasons, thinking, or belief	Test the assumption or hypothesis
Approach and Techniques	FGD, IDI, or Projective Technique	Survey, Observation, or Experiment
Sample Size	Small and Non-Representative	Large and Representative
Sampling Section	Not Random/ Systematic	Random / Systematic
Data Collection Tools	Information needed is loosely defined	Information needed is clearly defined
Analyzing & Interpretation	Thematic; finding is just a case	Statistic; make generalization
Outcome	Give some ideas	Informed decision; evidence-based

<u>Sample selection method for Qualitative:</u>	<u>Sample selection method for Quantitative:</u>
<ul style="list-style-type: none"> - Convenience - Purposive - Quota - Snowball 	<ul style="list-style-type: none"> - Simple random - Systematic - Stratified random - Cluster random



Tips for develop a good questionnaire:

- Know what you want clearly
- Know your informant
- Know which data collection method will be applied
- Determining the content of individual question
- Designing the Question to Overcome the Respondent's Inability to Answer
- Designing the Question to Overcome the Respondent's Unwillingness to Answer
- Designing the Question to Overcome the Respondent's Unwillingness to Answer
- Employ various and appropriate structure
- Use simple words
- Avoid producing leading or biasing questions
- Arrange question in proper order
- Choose a right form and layout
- Always test your questionnaires

Tips for Developing Data Analysis Plan:

- Be Clear on Survey Objective, Question, and Hypothesis
- Know your collected data
- Plan Your Data Analysis by Using Table along with Narrative
- Plan Your Data Analysis by Using Table

7. Closing Remark

Closing remark was made by Ms. Laing Thyda, M&E Working Group member.

She would like to thank CCC for organizing this forum and also thank for all participants who fully participate in this learning forum with active discussion. She believed that this learning platform would provide us more knowledge and skills for better in research design, how to determine the sample size and the way to develop question for baseline/KAP survey.

In conclusion, she would like to say thank for our guest speaker, Mr. Khim Narith, M&E working group members who provide his knowledge and expertise during this learning forum with clear explanation and also to all working group members including all participants who contribute to make this learning forum going on well.

At the end of this forum, she would use this chance to encourage all participants to attend in all learning forums for increasing your knowledge and skills. Moreover, she encourages all participants to fill in the feedback survey and let the organizer know what you really want to learn more in next forum. She would like to wish all participants with good health and stay safety. Thanks you so much!!!



KAP Survey for
Project Baseline - Re

Appendix:

V. Detailed Agenda

Date/Time	Content	Responsible by:
8:00AM – 8:30AM	Registration	CCC
8:30AM – 8:40AM	Open Remarks	CCC
8:40AM -10:00PM	Questions for Discussion and Sharing: <ol style="list-style-type: none"> 1. What-Why-When Baseline? 2. What does KAP stand for and where is it in a Project's Framework? 	Mr. Khim Narith M&E working group member
10:00 AM- 10:15 AM	Break	All
	Questions for Discussion and Sharing: <ol style="list-style-type: none"> 3. What are differences between Baseline Objectives, Questions, and Hypothesis? 4. In your experiences, when and how they were formulated? 5. For conducting a baseline/KAP, what research design did you use; why? 	Mr. Khim Narith M&E working group member
12:00 PM- 1:30 PM	Lunch	All
1:30 PM-3:15 PM	Questions for Discussion and Sharing:	Mr. Khim Narith

	<p>6. In your experiences in conducting any baseline/KAP, how did you determine the sample size?</p> <p>7. Usually, research is involving employing questionnaire for data collection, in your experiences, how did you develop a questionnaire for your baseline/KAP survey?</p>	M&E working group member
3:15 PM - 3:30 PM	Break	All
3:30 PM- 4:30PM	<p>Questions for Discussion and Sharing:</p> <p>8. Once the data has been collected, processed, and cleaned, it is time for data analysis, how did you/consultant plan or make the data analysis?</p> <p>9. Once the raw data has been produced and displayed on Table or Graph, what techniques did you use to interpret that data?</p>	Mr. Khim Narith M&E working group member
4:30PM - 4:50PM	Recap and reflection from participants	Ms. Laing Thyda M&E working group member
4:50PM – 5:00PM	Closing Remarks	Ms. Laing Thyda M&E working group member

Note: CCC will use the event photos from the learning forum for posting in CCC’s website and other official use. CCC reserves the right to change the agenda based on the availability of the speakers and time constraints.