The Uses of Ripple Effects Mapping

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Presentation Overview

- **What is Ripple Effects Mapping?**

- **How do you facilitate a successful Ripple Effect Mapping activity?**

- **Practical uses and examples of Ripple Effect Mapping**

What is Ripple Effect Mapping? (REM)

An evaluation technique that uses a participatory approach to understanding connections between intended and unintended effects of an initiative.

- "Effects" refer to any type of changes, outcomes, impacts, or other results due to influence from the initiative.

- Workshop results in a map illustrating the ripple effects of the initiative
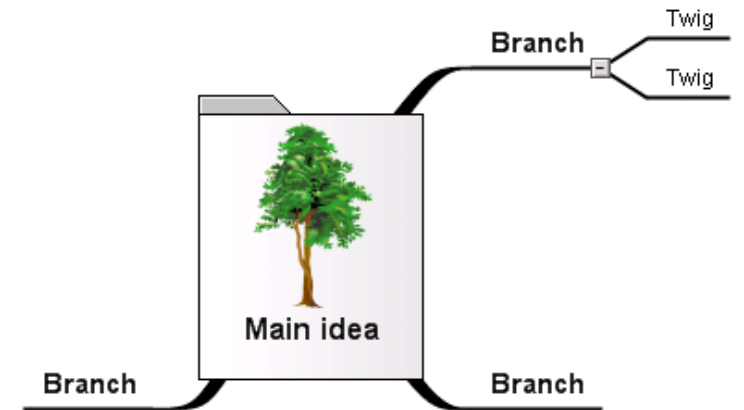
Why use Ripple Effect Mapping?

Ripple Effect Mapping is useful for:

- Exploring effects of complex or shifting initiatives

- Identifying initiative effects that are difficult to conceptualize

- Evaluating initiatives midway through, or at the end of programming

Benefits

Benefits of Ripple Effect Mapping include:

- Engages stakeholders in the evaluation process

- Is positive, fun, and engaging

- Provides an opportunity for group reflection

- Surfaces unexpected and indirect initiative effects

- Collects stories from a variety of stakeholder perspectives

Facilitation

Ripple Effect Mapping

Evaluation
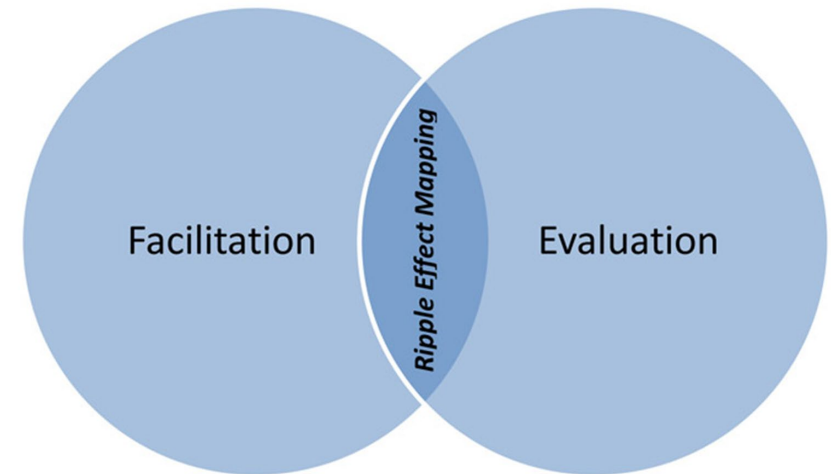
Limitations

Limitations of Ripple Effect Mapping include:

- Focuses on outcomes, not on processes

- Uses the Appreciative Inquiry Method
  - Critique: biased toward positive effects

- Participants might not have complete information

Using REM results

Uses of Ripple Effect Mapping results include:

- Funding requests and grant reporting

- Evaluation planning

- Creating an initiative logic model

- Communicating with stakeholders

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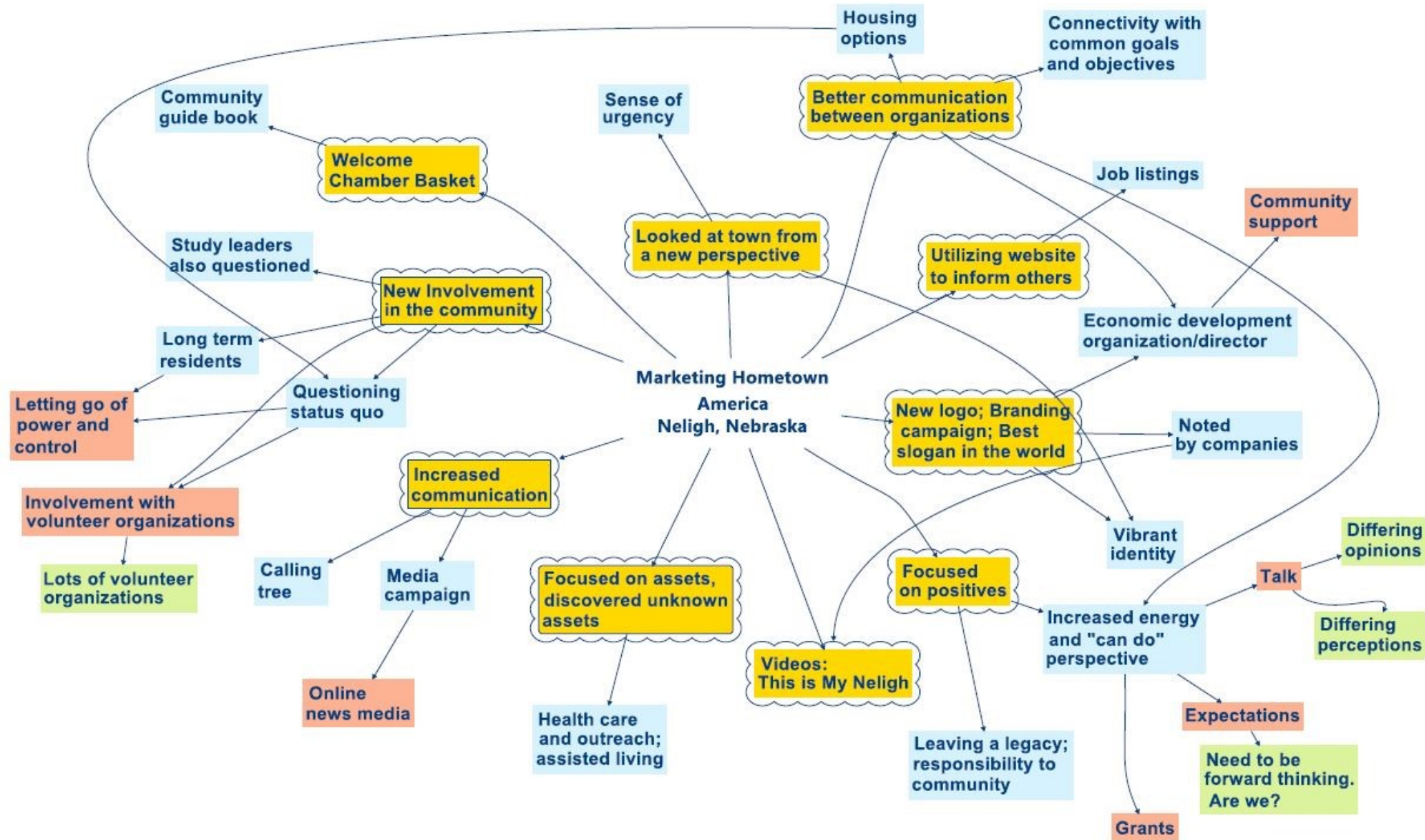
Ripple Effects Mapping: An Overview

1. Design the Workshop

2. Hold the Workshop

3. Follow-up Conversations

4. Cleaning, Organizing, and Reporting

Step 1: Design the Workshop

Who to Invite?

- 12 – 20 Participants

- Aim for a mix of perspectives!

Step 1: Design the Workshop

Define the Workshop's broader question:

What has happened as a result of your work in the coalition?

Step 1: Design the Workshop

Design interview questions that feed into the workshop's broader question:

What is different, better, or improved since your coalition started working together?

How is your community different because of your coalition work?

What parts of the coalition's work are you most proud of or excited about?

Step 2: Hold the Ripple Effects Mapping Workshop

1. **Welcome and Introductions**

2. **Partner Interviews**

3. **Share out and Mapping with the Larger Groups**

4. **Reflection and Closing**

Welcome and Introductions

- Review the Purpose of Today's Meeting

  - Introduce the workshop's broader question

  - Introduce Ripple Effects Mapping

- Review the day's agenda

- Group introductions

Partner Interviews

- Match participants into pairs
  - Consider mixing stakeholder groups
  - Be aware of potential power-dynamics
- Have partners interview each other
  - 5-7 minutes per partner
  - Interviewer takes notes
  - Switch and repeat

Partner Interviews

Review interview notes for <u>effects</u> and transfer to half-sheets of paper

- **Changes** resulting from the initiative

- **Impacts** the initiative has had on individuals or the community

- **Results** or **achievements** of the initiative

Share-Out and Mapping

1. Have everyone hand in their "favorite" effect; distribute half-sheets evenly around the wall

2. Cluster the effects into themes

3. Name and discuss

Share-Out and Mapping

Our Initiative

Share-Out and Mapping

Our
Initiative
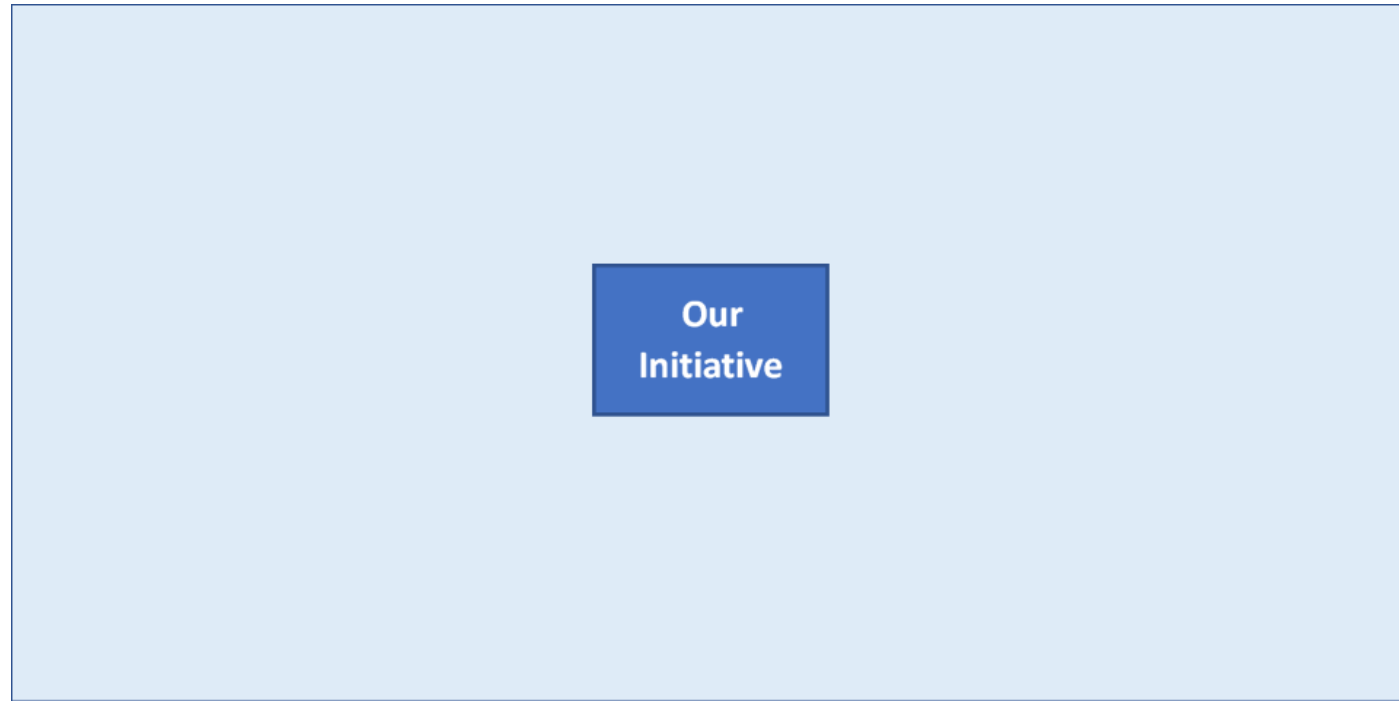
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Share-Out and Mapping

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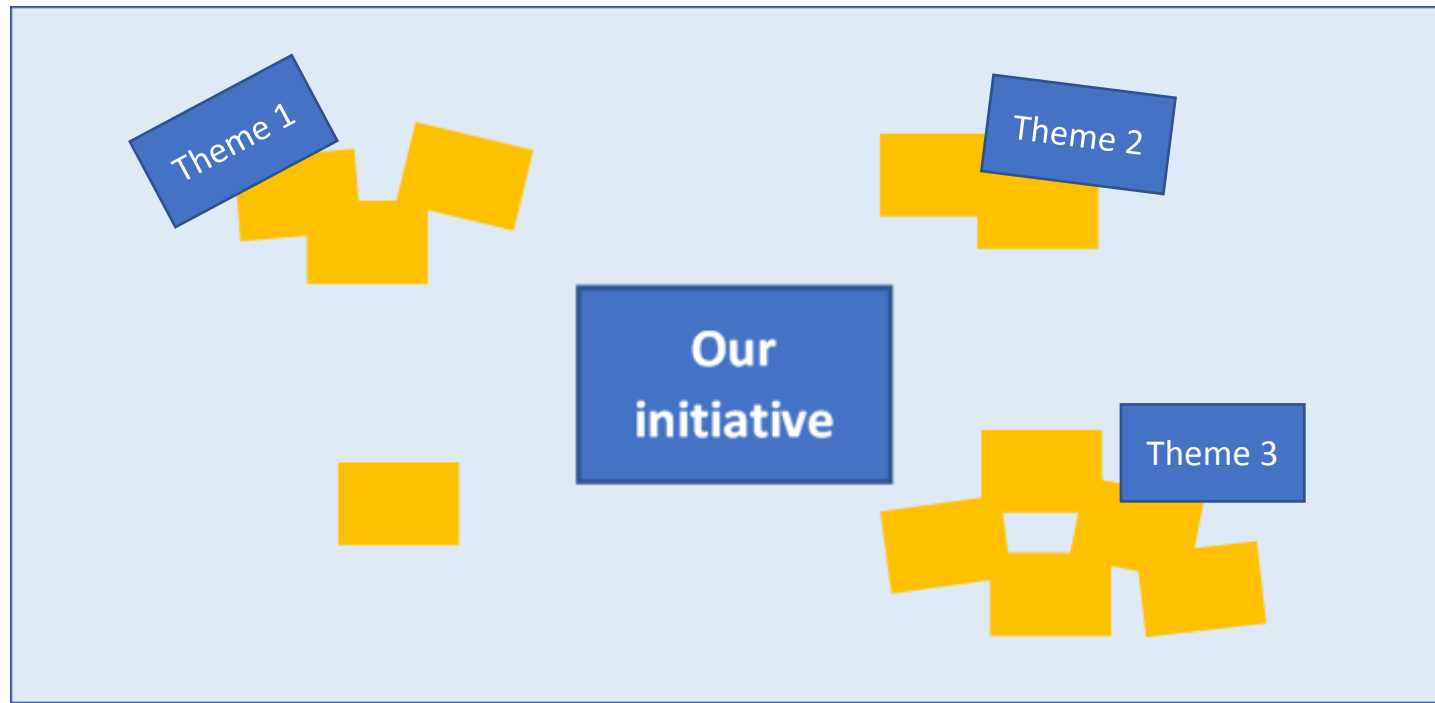
Reflection and Closing

- Group reflection on the map and process

  - Discuss any negative effects

  - What information or voices are missing?

  - Significant learnings, patterns, themes

  - Remember: take a picture of the map!

Step 4: Follow-up Conversations

- Identify additional information needed through workshop reflection

- Invite stakeholders to interviews

Data cleaning, Organizing, and Reporting

High-level Themes

Descriptions of themes

Supporting quotes and evidence

Community Gardening Efforts in Frogtown/Rondo

Providing access to garden knowledge

As relationships and trust grew, they shared their knowledge and resources with community members—informally and formally, in backyards and community gardens. Now Master Gardeners are seen as a resource for garden knowledge and are sought to assist with community projects.

"Master Gardeners worked through the Peace Garden to bring plants and suggestions to other neighborhood gardens."

"Together with PPL, the strategy is to work with kids living in PPL properties to reach the adults."

"We have requested a train-the-trainer program from Master Gardeners."

"We leveraged access to Master Gardeners to get a hoop house (for Gordon Park High School.)."

Nurturing teaching and learning

After trusting relationships formed, community members started to ask for garden information. As a result, Master Gardeners now teach and assist, directly or indirectly, with over ten garden programs in the neighborhood.

"We're helping in the Peace Garden, teaching the kids to know, grow and eat vegetables."

"I've learned how to compost, how to grow my own soil."

Creating economic opportunities

Community members said the gardens fostered economic benefits, an unexpected 'ripple' that resulted from the relationships and networks that developed.

"Access to free produce increases the ability to feed families, friends and neighbors."

"Providing economic alternatives for youth"

Preserving and creating green spaces

As relationships developed, Master Gardener energy added to the community's own energy for creating and preserving green spaces in the city. The community itself has gone on to create some large-scale, open-space gains.

"I'm proud of our acquisition of Frogtown Park and Farm, a good investment not centered around crime and poverty."

"People are starting to think about how to look at the space as more than just a space for businesses!"

Promoting broader community activism

Gardens create a space and opportunity for community organizing on broader issues. Community members and Master Gardeners cited greater awareness of social justice issues that link gardening with community action.
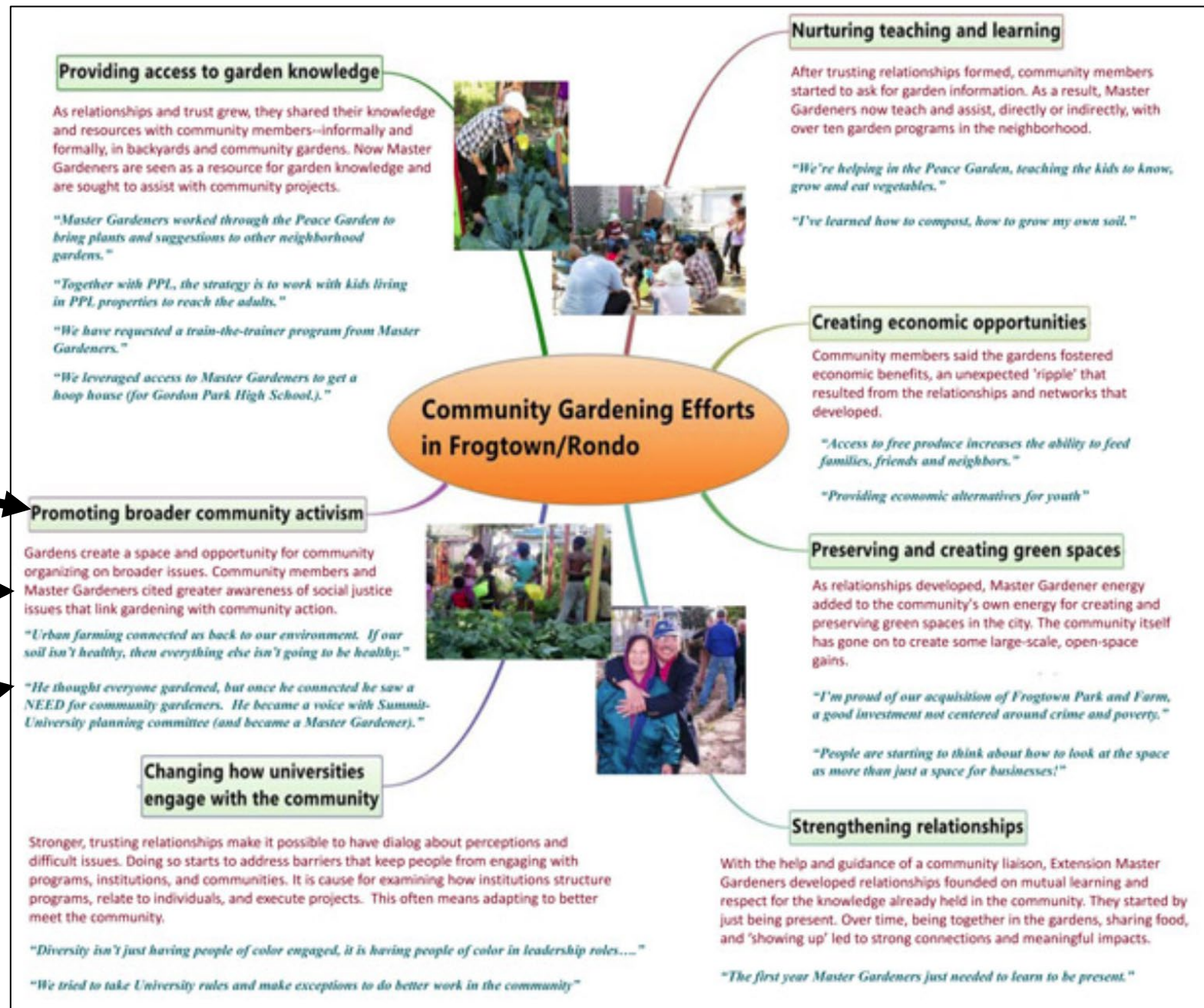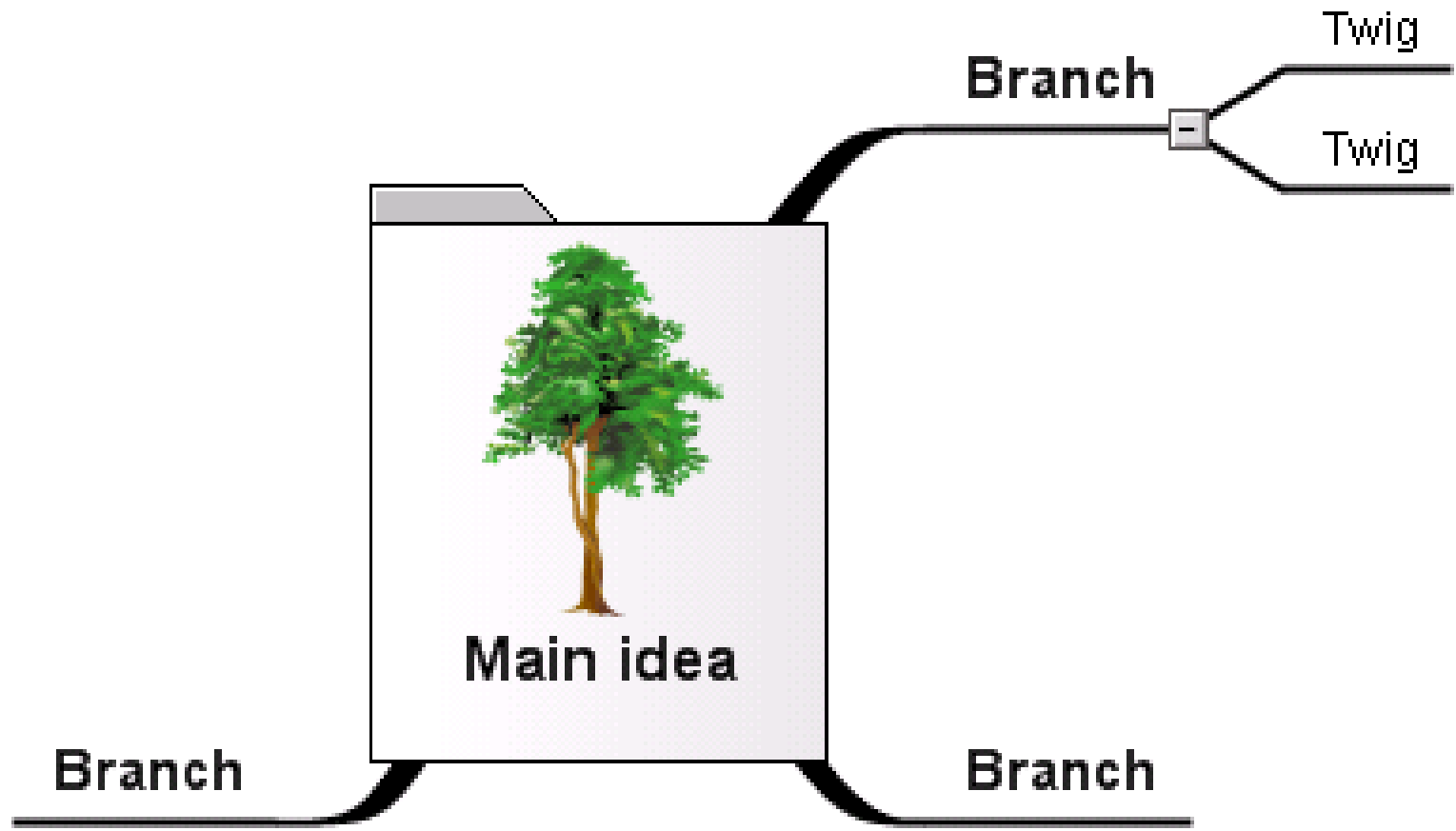
"Urban farming connected us back to our environment. If our soil isn't healthy, then everything else isn't going to be healthy."

"He thought everyone gardened, but once he connected he saw a NEED for community gardeners. He became a voice with Summit-University planning committee (and became a Master Gardener)."

Changing how universities engage with the community

Stronger, trusting relationships make it possible to have dialog about perceptions and difficult issues. Doing so starts to address barriers that keep people from engaging with programs, institutions, and communities. It is cause for examining how institutions structure programs, relate to individuals, and execute projects. This often means adapting to better meet the community.

"Diversity isn't just having people of color engaged, it is having people of color in leadership roles...."

"We tried to take University rules and make exceptions to do better work in the community."

Strengthening relationships

With the help and guidance of a community liaison, Extension Master Gardeners developed relationships founded on mutual learning and respect for the knowledge already held in the community. They started by just being present. Over time, being together in the gardens, sharing food, and 'showing up' led to strong connections and meaningful impacts.

"The first year Master Gardeners just needed to learn to be present."

KANABEC COUNTY

AWARENESS
- Community Awareness
- Social Media
- General Awareness

EDUCATION
- Trainings Offered
- Sticker Shock
- MOFAS Walk
- ty Events/Involvement

YOUTH
- Positivity in the Park
- Youth Engagement
- Own It & ATI
- Youth Groups
- Youth Involvement

OUTCOMES
- Improved Park Situation
- Drug Use Down
- Known

COLLABORATION
- Partnerships
- Community Supporters
- Firstlight Partnership

POLICY
- Social Host
- Compliance Checks
- Ordinances

SUSTAINABILITY

RAPAD Coalition

7 Awareness
- RECOGNITION
- INCREASED PUBLIC PRESENCE

6 Youth Empowerment
- CONFIDENCE
- COURAGE
- MENTAL HEALTH
- YOUTH ENGAGEMENT

5 Policy
- ORDINANCE
- LEGISLATION
- SOCIAL HOST ORDINANCE
- COMPLIANCE CHECKS

4 Education
- EDUCATION CAPACITY
- TRAINING (RSBT)

1 Communication
- CONVERSATION
- POSITIVE COMMUNICATION

2 Community
- COMMUNITY NORMS
- CHANGE IN PERCEPTION
- FAITH-BASED
- BUSINESS COMMUNITY

3 Data
- PREVENTION EFFECTIVE
- LOWER UNDERAGE USE RATES
- POSITIVE RESULTS
- COMPLIANCE FAILURE RATE HAS DECLINED
- MORE DATA IS AVAILABLE
- LOWERED RATES OF UNDERAGE ATOD
- SUCCESSFUL
- "MOST OF US" CAMPAIGN

Sustainability

Collaboration

Appreciative Inquiry Interviews

- **Our Appreciative Inquiry Interview Questions:**

❖What is better or improved since your coalition?

❖How is your community different because of your coalition?

❖What parts of the coalition's work are you most proud of or excited about? Why?

Why did we choose to do Ripple Effect Mapping?

- Sharing your story!

- Sharing program effects with Stakeholders.

- Motivation for coalition/group

- Done as a group, so the coalitions gets to explain their story.

- Takes very little time and allows the coalition to create a document to share

- Allows for new coalition members to hear what has taken place prior.

- Helps to see/hear the history of the coalition to better help plan the future! Move to Strategic Planning!

Demonstration

- Community XYZ
- 4 branches (Youth, Ordinances, Education, Data)
- 12 Twigs: Choose where they belong

THANK YOU FOR ATTENDING!

Any Questions?