

DECISION 4 –

## Monitoring and Evaluation (M&E)

### Picture Story

Due to COVID-19 and the global impact of the pandemic, Women Win has actively worked to adjust our programmes and activities in order to address the immediate priorities on the ground. This process has included a review of our monitoring, evaluation and learning tools, with the understanding that as a consequence of COVID-19 restrictions and social distancing measures, the previously planned approaches for data collection may no longer be possible. Following this review and the development of [WW's MEL Principles during COVID-19](#), Women Win has decided to place a greater emphasis on qualitative tools, allowing greater flexibility for our partners and acknowledging that quantitative data collection methods are more complex to implement remotely. Picture Story is one such qualitative tool.

#### WHAT IS PICTURE STORY?

Picture Story is a fun, engaging participatory data collection method. It allows (a sample of) the girls or women in Women Win's programmes to identify, represent and enhance their experience through a specific visual technique. Picture Story uses images as a tool, posing meaningful questions and allowing the girls and women to reflect and share their experiences, both positive and negative, represented in photos or drawings. The pictures selected will be used alongside captions composed by the girls and women participating in programmes, bringing the realities of their lives into focus.



### HOW DOES IT WORK?

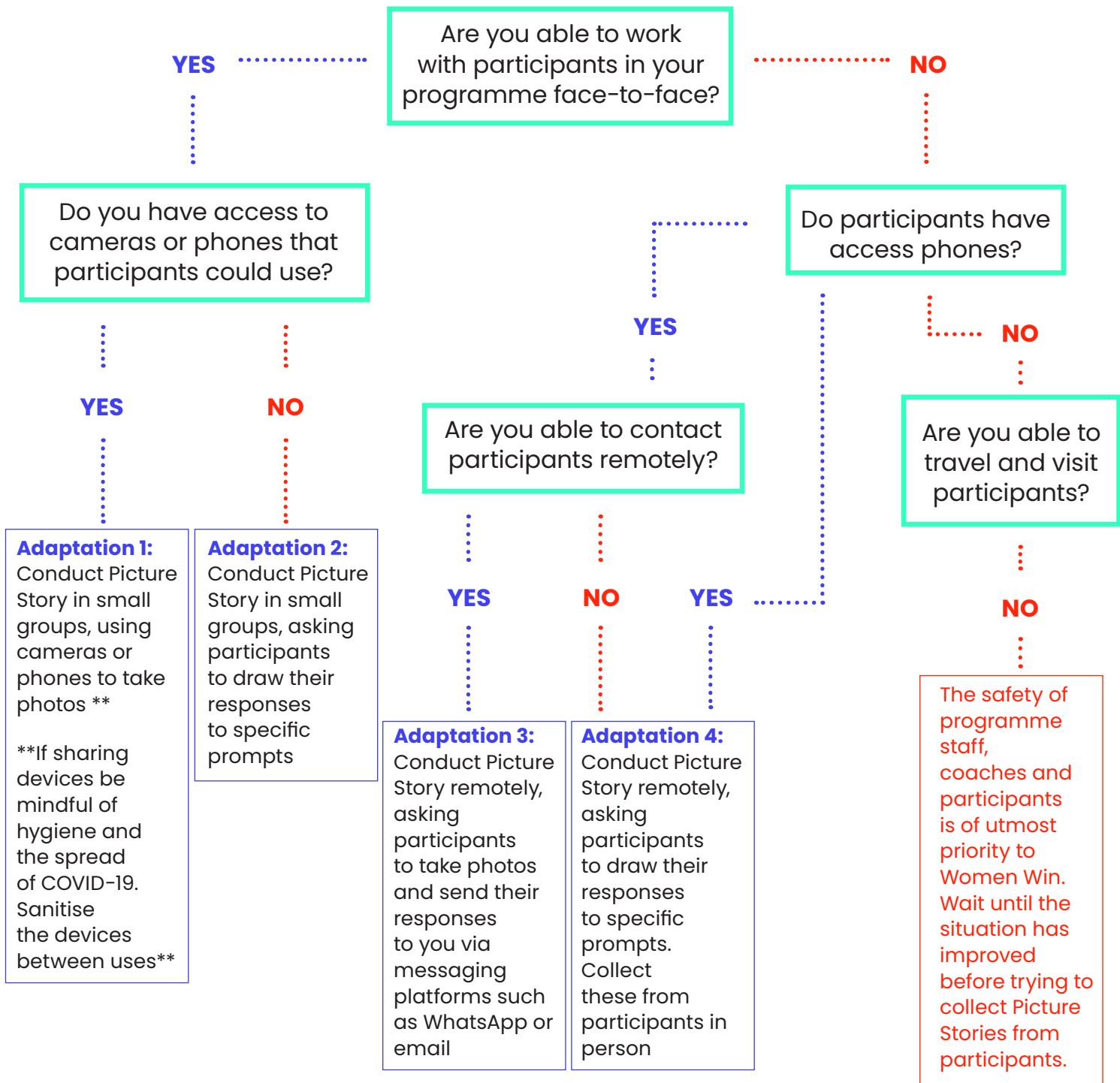
Typically, a sample of girls or women that are participating in programmes will take photographs or draw images that represent or answer different questions from their point of view. For example, to represent their role models, one girl might take a picture of a coach from the programme, while another might take a picture of another girl participant. She will then be able to describe in her own words (up to 3-4 sentences) why she took that photo or drew that image.

It is important to note that Picture Story can also be easily adapted to varying situations. Please see below, COVID-19 considerations, for alternative adaptations.



### COVID-19 CONSIDERATIONS

Picture Story is an adjustable tool, allowing partners the flexibility to tailor the approach to their unique situations. WW encourages partners to consider different ways to gather and collect stories while maintaining the Picture Story methodology. Note that for any remote data-collection technique, taking into account safeguarding considerations related to mobile and phone-based data collection and establishing clear protocols to ensure that data is collected and managed securely is **critical**. To see which Picture Story adaptation would work best for your situation, please use the decision tree below:



## **WHAT MATERIALS WILL I NEED?**

For Picture Story using **photos**, participants will need:

- Access to a disposable camera or a phone with an in-built camera
- Paper (if able to print photos)
- Pens

After participants have the basic instructions they need, the next step is for them to begin to take photos of whatever seems to them to explain or reflect the chosen topic(s). If the photos are to be printed, tape them to the top of a blank piece of white paper (1-2 photos per page) and ask the participant to write down why she chose that image(s.) You can also ask participants to show their photographs in a small group and explain why they took them. If it is not possible for the photos to be printed, ask the participants to write down why she chose that image(s) and send this to you via WhatsApp, email or other messaging platforms.

For Picture Story using **drawings**, participants will need:

- Paper
- Coloured pens or pencils

After participants have the basic instructions they need, the next step is for them to draw images of whatever seems to them to explain or reflect the chosen topic(s). Ask the participant to write down why she chose to draw that image(s.) You can also ask participants present their drawings in a small group if this is possible.

## **WHAT PROMPTS SHOULD I GIVE?**

Women Win has a prompt guidance document, providing some general suggestions of possible Picture Story prompts. However, WW encourages partners to think of their own prompts, specifically designed to their unique programmes.

## Picture Story Prompts

This document provides example prompts for WW partners wishing to use the participatory tool, Picture Story, to collect qualitative data from the girls and women in their programmes. WW encourages partners to develop their own prompts, tailored to the specific situations of the girls and women in their programmes.

The example prompts below are grouped by topic. WW suggests asking prompts from 1-2 different topics when using Picture Story to give participants an option of what they would like to share. However, their picture should aim to answer one question.

### **TOPIC: ACCESS TO SPORT**

- What are some barriers to girls participating in sports in your community?
- If you didn't play [insert relevant sport] before this project, why not?
- What do you like most about [insert relevant sport]?

### **TOPIC: PHYSICAL & MENTAL HEALTH**

- How do you feel when you play [insert relevant sport]?
- How are you strong?
- How do you look after yourself?

### **TOPIC: RESILIENCE, TEAMWORK, COMMUNICATION**

- What does a team look like to you?
- How has this programme made you resilient [tough/strong]?
- What do you do when facing a difficult situation?

### **TOPIC: SAFE SPACES**

- What does a 'safe space' look like to you?
- What makes you feel safe?

**TOPIC: PEER NETWORK**

- Who do you like to play with?
- What does friendship look like to you?

**TOPIC: LEADERSHIP**

- What does being a leader mean to you?
- In what way(s) are you a leader?

**TOPIC: ROLE MODELS**

- Who do you look up to?
- What is a quality/are the qualities of people you look up to?
- What makes a strong woman?

**TOPIC: COVID-19**

- In what ways have you stayed healthy during COVID-19?
- Thinking about your mental health, what has been important to you during COVID-19?
- How has [name of programme] supported you during COVID-19?

