

Constituency Voice and Feedback Surveys for Measuring and Enhancing the Performance of CEPA

As part of the Impact Planning, Assessment, Reporting, and Learning (IPARL) system for CEPA, iScale and Keystone will design and implement surveys for collecting feedback from CEPA's constituents.

The surveys and follow-up dialogues will collect constituents' perceptions of the impacts of the campaign and the quality of relationships within the CEPA network. Data will be analyzed and presented comparatively between the different countries and over time. This will help CEPA to understand contextual differences and relative effectiveness of strategies across geographical areas, and assess changes as perceived by constituents over time. The data will be incorporated into various interim reports and learning activities where it will help track progress and enable ongoing strategic review. It will also be triangulated with other management data in the mid-term and final evaluations.

Feedback from CEPA's constituents will:

- Provide new insight about effects of campaign activities on key constituents from their different perspectives,
- Provide information on the key relationships that enable success,
- Inform the campaign's assessments of its efforts, and help it to course correct.
- Empower constituents by amplifying their voice. The process gives constituents a new opportunity to participate in the campaign and increase their sense of stake in it.
- Help the campaign grow in legitimacy as a result of its visible efforts to be transparent and accountable to its constituents.

iScale will work with GAA and the CEPA Country Partners to identify its constituents and integrate the collection of feedback data and analysis into the IPARL system.

The design and implementation of the surveys will follow the Keystone ethical framework for conducting feedback surveys and will include practices such as:

- including constituents in the survey design to ensure that it asks what matters to them
- ensuring the confidentiality of responses and any other information that may put respondents at risk
- reporting survey results back to respondents and deepening the inquiry through discussion of the survey results
- publishing the survey results, unless there is a compelling reason not to.

The complete ethical framework can be viewed at:

<http://www.keystoneaccountability.org/sites/default/files/Keystone%20ethical%20framework%20Aug09%20web.pdf>

The *process* for designing and implementing feedback surveys for CEPA will include the following steps:

- *October - December 2009: Design and implementation of global level GAA/CEPA baseline survey.* iScale will work with the GAA team to develop a survey of actors involved in efforts for ending pediatric AIDS globally. The survey will flow from the overall CEPA theory of change as well as the GAA global level theory of action and will establish a baseline of the state of affairs at the beginning of the campaign at the global level as perceived by a wide range of constituents and stakeholders. Input for the survey design will be sought from CEPA country partners. The survey will be administered electronically.
- *October - December 2009: Design of country level CEPA baseline survey.* iScale will work with CEPA partners to design a common survey of various constituent groups in the countries where the campaign is being implemented. The survey will use *a common questionnaire* for all the countries involved (with some country specific questions) that will flow out of the overall CEPA theory of change and the country level theories of action. The process will involve the reviewing of drafts by CEPA partners in writing and in teleconferences.
- *January- March 2010: Implementation of the country level baseline survey.* The country level feedback survey will be administered electronically where possible and on paper where needed to constituent groups in all the participating countries. Constituents to be surveyed will be identified by country partners. The survey will establish a baseline of the state of affairs at the beginning of the campaign at the country level.
- Following the baseline global and country level constituency feedback surveys, iScale will design and work with CEPA partners to implement *two additional feedback surveys of both global constituents and specific national constituents in the participating countries.* The first of these will be conducted in Q4 of 2010 and will be aligned with the 1st year of NAAP implementation and to the midterm evaluation. The second will be in Q1 of 2012 during the last phase of the campaign and linked to the final evaluation.

For more information about feedback surveys in general, please visit:
<http://www.keystoneaccountability.org/services/feedbacksystems> or contact
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