Using Qualitative Methods for Actionable Results in International Development

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SfAA 77th Annual Meeting
<table>
<thead>
<tr>
<th>SAFE WATER</th>
<th>SANITATION</th>
<th>WASH</th>
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<tbody>
<tr>
<td>To provide safe water to a community, we customize our solutions to fit their unique circumstances.</td>
<td>We also provide customized sanitation solutions to the communities we serve.</td>
<td>We promote healthy water, sanitation, and hygiene (WASH) behaviors in a variety of ways.</td>
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THE CHALLENGE

- Budgets and bottom lines
- Actionable data
- Slow collection, analysis, reporting
- How to use ANTHROPOLOGY to address above concerns and constraints?
“Rapid” or “relaxed” forms of qualitative inquiry (Beebe, 2014; Chambers, 1999; Kumar, 1993; Van Willigen & Finan, 1991)

Rapid Qualitative Inquiry (RQI)

- Team-based
- Emic focus
- Triangulation
- Iterative analysis
- Additional data collection
- Multi-disciplinary, team of 3 + local(s)
- Conversation in FGDs transcribed on the spot
- After each day, team review notes before leaving the field
• Saturation and salience

• Group/ “Layer” similar comments together

“I now know about leadership”
“I am now a leader in my community”

I am now a leader. (2)
What do you think children and young people in this community have learned from observing the work Water Mission has done here?

Diarrheal diseases and worms have reduced among children. Children no longer have stomach aches, diarrhea, and other infections from waterborne diseases. People were suffering from hookworms, tapeworms – a lot of worms in the feces, but we don’t see that anymore. We no longer have itches and rashes from bathing with lake water. (7)

Proper sanitation practices have increased, children do not defecate in the open (4)

At the beginning the children used to drink lake water, and now they drink the safe water. Even children have learned that unsafe water makes them sick. At the beginning children would have diarrhea without knowing the cause. Now they know what caused it, and only drink safe water. (3)
RAPID CODING

• Saturation and salience
• Group/"Layer" similar comments together
• Arrange groups based on “weight” within each question
• Categorize by theme

Health
Economic
Management
Social
Education
Quality of Life
Spiritual
• Saturation and salience

• Group/”Layer” similar comments together

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**Management**

- We put our money in the bank, we can repair broken pipes and pay for chlorine. We have almost 1m/- in the bank, and that is a good start. (4)
- We have bylaws to prevent people from defecating in lakes and the community has taken ownership over them. We now have people who are sensitizing others on hygiene, and they uphold the bylaws and punish those who break them (2).

**Social**

- People visit my home now, I am able to give water to guests. (6)
- We used to bathe in the lake with men, but now people have constructed bathrooms at their homes. Dignity of women is restored. Women wouldn’t shower because there was no privacy and they would wait until nightfall, and now they socialize more. (3)
THEORY OF CHANGE

Well-being [Impacts]

Management Skills [Outcomes]

Functionality & Reliability

Water Quality

Financial Stability

Success Standards
To promote sustainability and long-term impact we will measure:

- **Management Skills** – Capacity of a community maintain the technical and operational aspects of a project
- **Community Well-being** – Motivates a community to maintain the projects due to positive community impact
- **WASH Behaviors** – Ensures practice of healthy behaviors
• Literature review
• Build survey prototype
• Validation: Kenya, Haiti, Indonesia
• Field trial and integrate into programs
CONCLUSIONS

• Newfound awareness of importance of qualitative inquiry
• More flexible qualitative methods
• Increased motivations