Connecting communities? A review of World Visionâ??s use of MSC

Description

Tweet

A report for World Vision, by Rick Davies and Tracey Delaney, Cambridge and Melbourne, March 2011. Available as pdf

Background to this review

â??This review was undertaken by two monitoring and evaluation consultants, both with prior experience in the use of the Most Significant Change (MSC) technique. The review was commissioned by World Vision UK, with funding support from World Vision Canada. The consultants have been asked to â??*focus on what has and has not worked relating to the implementation and piloting of MSC and why; establish if the MSC tools were helpful to communities that used them; will suggest ideas for consideration on how MSC could be implemented in an integrated way given WVâ??s structure, systems and sponsorship approach; and what the structural, systems and staffing implications of those suggestions might be*â?•. The review was undertaken in February-March 2011 using a mix of field visits (WV India and Cambodia), online surveys, Skype interviews, and document reviews.

MSC is now being used, *in one form or another*, in many WV National Offices (NOs). Fifteen countries using MSC were identified through document searches, interviews and an online survey, and other users may exist that did not come to our attention. Three of these countries have participated in a planned and systematic introduction of MSC as part of WVâ??s Transformational Development Communications (TDC) project; namely Cambodia, India and the Philippines. Almost all of this use has emerged in the last four years, which is a very brief period of time. The ways in which MSC has been used varies widely, some of which we would call MSC in name only. Most notably, where the MSC question is being used, but where there is no subsequent selection process of MSC stories. Across almost all the users of MSC that we made contact with there was a positive view of the value of the MSC process and the stories can produce. There is clearly a basis here for improving the way MSC is used within WV, and possibly widening the scale of its use. However, it is important to bear in mind that our views are based on a largely self-selected sample of respondents, from 18 of the 45 countries we sought to engage.â?•

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Category

1. Uncategorized

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3. Delaney
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5. qualitative
6. stories
7. Type of media

8. World Vision

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