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SEESAC ACTIVITY REPORT – AR 49

EVALUATION OF SASP TEST IN NORTH-EAST SERBIA

SEESAC FUNCTIONAL AREA	**FA 3 - Management Information** **FA 4 - SALW Awareness and Communications Strategy**
SEESAC OPERATIONAL ACTIVITY	**SG 1 - Capacity Building** **SG 3 - Information Management** **SG 4 - Project Support** **SG 7 - Training Activities** **SG 8 - Research Activities**

During 2004, SEESAC and a local NGO, the European Movement-Zrenjanin, have implemented a targeted SALW awareness campaign around the municipality of Zrenjanin in North East Serbia. This campaign was designed as a field test for the principles of the SEESAC SALW Awareness Support Pack (SASP). The initial goal of the campaign was to have a positive impact on the attitudes of local people towards firearms possession and safety, whilst offering the local NGO the opportunity to build its capacities in carrying out an awareness campaign by following the principles of SASP.

Picture 1 - TV Discussion, Mayor of Zrenjanin discusses the SALW situation.

Initial information was gathered from the municipality to assess the need for an awareness campaign. As a result of the information gathered from local police, hospitals and courts, it was determined that there was indeed a problem with SALW on the local level and the initial aims of the project would be:

- To reach the local population with messages and materials relevant to the local SALW problem
- To bring about a change in attitudes to weapons possession and safety
- To lower the number of incidents related to SALW in Society
- To learn lessons about the application of SASP in a small-scale NGO project

Two target groups for the campaign were selected based on the initial information. First, the male population aged 30-75 from suburban areas and villages surrounding Zrenjanin City. School children became the second group due to the rate of SALW victims and convictions among minors.

The campaign was conducted in three phases: 1) preparation phase; 2) implementation; and 3) evaluation. The preparation phase included two-days of training for campaign activists by SEESAC and the staff of European Movement – Zrenjanin. To aid in the design of campaign materials a Knowledge, Attitude and Practices (KAP) Questionnaire was disseminated throughout the municipality. The information from the KAP Questionnaire allowed the project team to better target priority groups with appropriate messages through appropriate mediums. The preparation phase concluded with the designing of messages, activities,

materials and production of TV spots. Campaign messages and materials were also field tested to a limited audience to gauge their effectiveness among the public.

The implementation phase began on 25 June 2004 with a door-to-door campaign, in which activists delivered campaign leaflets to households and engaged in conversation with those individuals willing to discuss the campaign. The door-to-door campaign lasted until 20.July 2004 and was monitored throughout its implementation by a weekly Feedback Form provided by activists and random control visits made to activist in the field. A TV discussion was broadcast on the local TV channel to promote the campaign and discuss the local SALW problem with academics and local government officials. The TV spots were also broadcast on the local TV channel, in total three times daily for 30 days during the same time period as the door-to-door campaign. Finally, a school campaign was implemented following the summer holiday and ran through November 2004. The school campaign included an art competition in eight local primary schools where pupils drew and painted pictures against

Picture 2 - SEESAC assists in NGO training for the campaign.

weapons and violence. In addition, SEESAC and European Movement helped local high school teachers develop lesson plans to discuss SALW risks and impacts in civil education classes. The teachers incorporated written materials from the campaign into their lesson plans using their own methodology to present the topic to their students.

The final phase of the campaign was an evaluation of the impacts of the campaign. The evaluation was based on the activists' Feedback Forms, an evaluation meeting with campaign activists, evaluation meeting with schoolteachers, and an evaluation questionnaire. The evaluation questionnaire was conducted between 09 October and 12 November 2004 and gathered data from 819 households based on a three-phase random representative stratified sample designed by Strategic Marketing and Media Research Institute.

The evaluation report concludes that for a campaign with a budget of only USD$10,000, the number of activities piloted and the experience gained for future projects was impressive. In total the budget covered two questionnaires and analyses, the broadcasting of specially prepared TV spots and a discussion programme, production of campaign leaflet, training of activists, field-testing of messages, door-to-door campaigning, an art competition for young children and risk education for classes in high schools. Results of the evaluation indicate that at least one of the campaign activities was estimated to have reached 40.5% of the local population, and an overall improvement in attitudes to weapons was observed by comparing the questionnaires from before and after the campaign as well as by comparing the local data to nationwide surveys. Lessons learned from the campaign will be used in the ongoing revisions of SASP, which will become SASP 2005.

More information on SASP and the evaluation report of the SASP Test in North East Serbia can be downloaded from the SEESAC website. More information on the campaign can be provided by contacting SEESAC (info@seesac.org or Tel: (+381) (11) 344 6353) or from the European Movement Zrenjanin (http://www.epuszr.org.yu/).

2

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3

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