

RESOURCE

Sample survey to understand if, how, and why people understand and support CSE

ABOUT THIS RESOURCE

To develop an effective narrative on CSE, it is useful to know what frames already exist in the community. This simple survey (conducted both as a paper survey and rapid interview) helped Projet Jeune Leader to understand not only concerns and misconceptions about CSE among parents and teachers, but also the helpful and positive frames that already exist. We were then able to integrate and amplify positive, locally-relevant frames in our communications strategy.



About Projet Jeune Leader

PJL is a youth-founded, youth-led, and youth-centered nonprofit organization established in Fianarantsoa, Madagascar. Since 2013, Projet Jeune Leader has delivered comprehensive sexuality education to young and very young adolescents (ages 10-16) in Madagascar's public middle schools, partnering closely with schools and school districts. To do this, we recruit dynamic young adults (aged 18-25) for their positive gender attitudes and potential as role models, train them rigorously over two months, and hire them under a full-time, paid contract if they pass an end-of-training assessment. We then integrate each of them into a partner public school where they teach a year-long, time-tabled CSE course to multiple grades using our age-segmented, gender-transformative, 27-module curricula. When they are not teaching, educators provide a package of other essential services (enrichment activities, counseling, medical referrals, and programs for parents and teachers).

About the Guidance Tool: *CSE We Can Count On*

Projet Jeune Leader has developed “CSE We Can Count On,” a publication sharing strategies, actionable guidance, and tools that we use in our work with tens of thousands of students, parents, teachers, and school officials in Madagascar to build and harness community support for in-school comprehensive sexuality education. This document, which accompanies the guidance tool, shares one of the resources that we use regularly.



Read “CSE We Can Count On” and accompanying resources at www.projetjeuneleader.org/resources/community-support.

The uses and success of this resource are undeniably dependent on the context in which CSE is being delivered. Even so, we hope that it serves as a source of inspiration and creativity for others – civil society organizations, international non-governmental organizations, and even governments – committed to delivering in-school comprehensive sexuality education in their own contexts.

Tips for using surveys

Make it regular. When and how often will the CSE program conduct these surveys? These surveys are meant to track progress, so it is important that they are used multiple times, at predetermined intervals. That way, we can understand what narratives and activities are helping (or not helping) to increase community-level support for the CSE program – and we can focus our time and energy on what works!

Keep it anonymous. Respondents will only provide honest answers if they know it will not affect their relationship with the CSE educator or the school's partnership with the CSE program. Respondents should not write their names on surveys. Safeguard respondents by limiting data collected with the surveys, controlling access to the data, and destroying the surveys when they are no longer needed.

Pay attention to what promoters (and detractors) are commonly saying. Look at the surveys where respondents gave scores of 9/10 or 10/10 (“promoters”). In what ways have they interacted with the CSE program most? What reasons do they give for why they would recommend the program to others? They may list reasons and use language that you can amplify in your own communications. Also keep note of the respondents who gave scores of 6/10 or worse (“detractors”). What are the reasons they are giving for their scores? This may alert you to the negative frames that exist around CSE in the local context – enabling you to divert attention to certain areas and reframe the existing narrative.

Ask more questions if needed. One of the best parts about these simple surveys is that they are quick and easy – so if they show that things are working well, you can keep going with your work! But what if your results are surprising? Did the surveys reveal a problem area or a negative frame that you had not expected? Follow-up! If you need more information about why respondents gave the results they did, you can use interviews, focus groups, longer surveys, or other participatory research activities to understand the full picture and make the changes needed to ensure the CSE program is preempting resistance, and amplifying positive frames and narratives in the communities you work.

If you need more information about creating, analyzing, and/or using surveys, check out this [great resource from CIVICUS](#).

Sample survey

Do you understand what the CSE program does and not do? (0 = not at all, 10 = completely)

0 1 2 3 4 5 6 7 8 9 10

How likely would you be to tell others to engage with the CSE program? (0 = not at all likely, 10 = very likely)

0 1 2 3 4 5 6 7 8 9 10

Why did you give that score above? (Open response)

In what ways have you interacted with the CSE program? (Mark all that apply)

- Read Constituent Voice magazine
- Event or meeting
- Talking directly to the CSE educator
- Parents' workshop
- Other: _____
- None

Do you have any other comments you would like to make about the questions above or anything else related to your experience the CSE program (whether positive or negative)? We read all your comments and value your input. (Open response)



www.projetjeuneleader.org



fiarleader@gmail.com