



SEPTEMBER 18, 2024

# RIPPLE EFFECT MAPPING

## A Participatory Evaluation Method

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# SESSION OVERVIEW



- 01.** Participatory & Arts Based Evaluation Overview
- 02.** What is Ripple Effect Mapping?
- 03.** Methods Demonstration
- 04.** Discussion





# PARTICIPATORY EVALUATION METHODS

**A collaborative approach to evaluation.**

Active involvement from community and partners in (all phases of) the evaluation

Can promote increased relevance and utility, greater ownership and understanding of data, enhanced dissemination, and empowerment

Cousins, J. B., and Whitmore, E. "Framing Participatory Evaluation." In E. Whitmore (ed.), *Understanding and Practicing Participatory Evaluation*. New Directions for Evaluation, no. 80. San Francisco, 1998.

Fetterman, D. M. "Empowerment Evaluation," *Evaluation Practice*, 1994, 15(1), 1-15.

Fawcett, S., Boothroyd, R., Schultz, J., Francisco, V., Carson, V., & Bremby, R. (2003). Building Capacity for Participatory Evaluation Within Community Initiatives. *Journal of Prevention and Intervention in the Community*, 26, pp. 21-26.





# ARTS BASED EVALUATION METHODS

A strategy to make evaluation more accessible.

Arts-based evaluation methods use a creative activity with a debrief process to facilitate conversations and elicit reflections on a topic, program, etc.

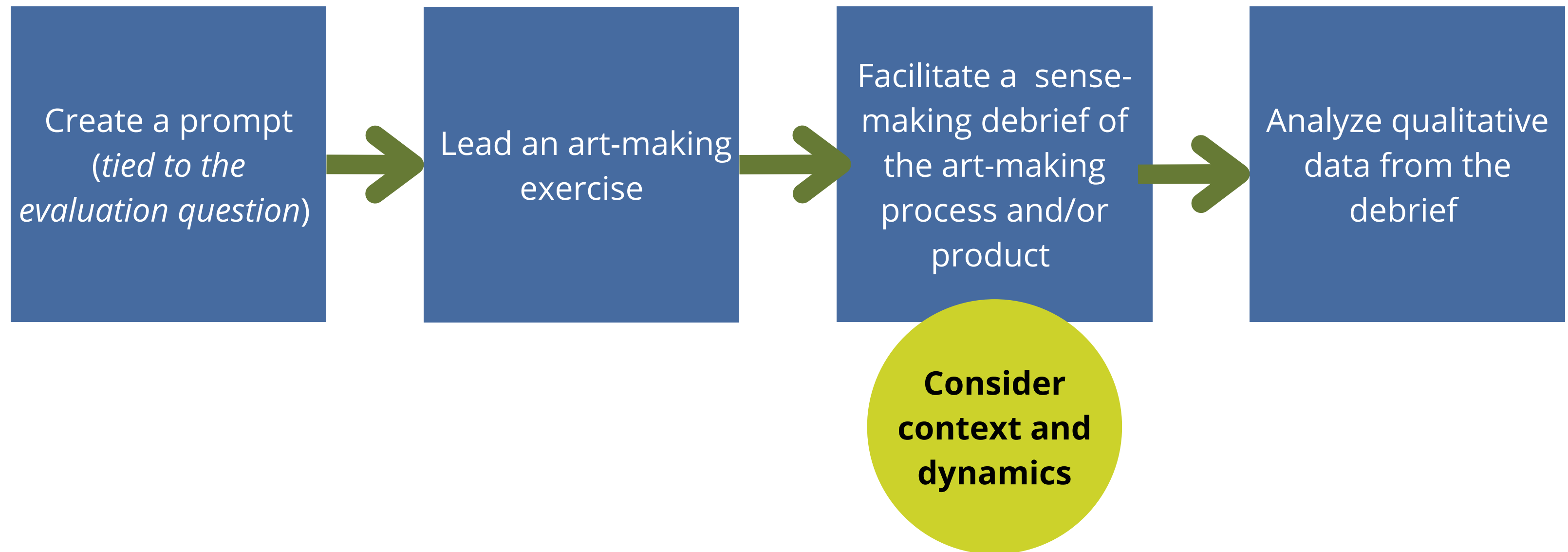
Can include:

- Poetry or storytelling
- Drawing or photography
- Performance methods, like dance or theatre

Lefkowich, M. (2024, July 16). Arts-based methods in evaluation 101. And Implementation Consulting Inc. <https://www.andimplementation.ca/post/arts-based-101>



# Arts-Based Evaluation Approach





# Ripple Effect Mapping

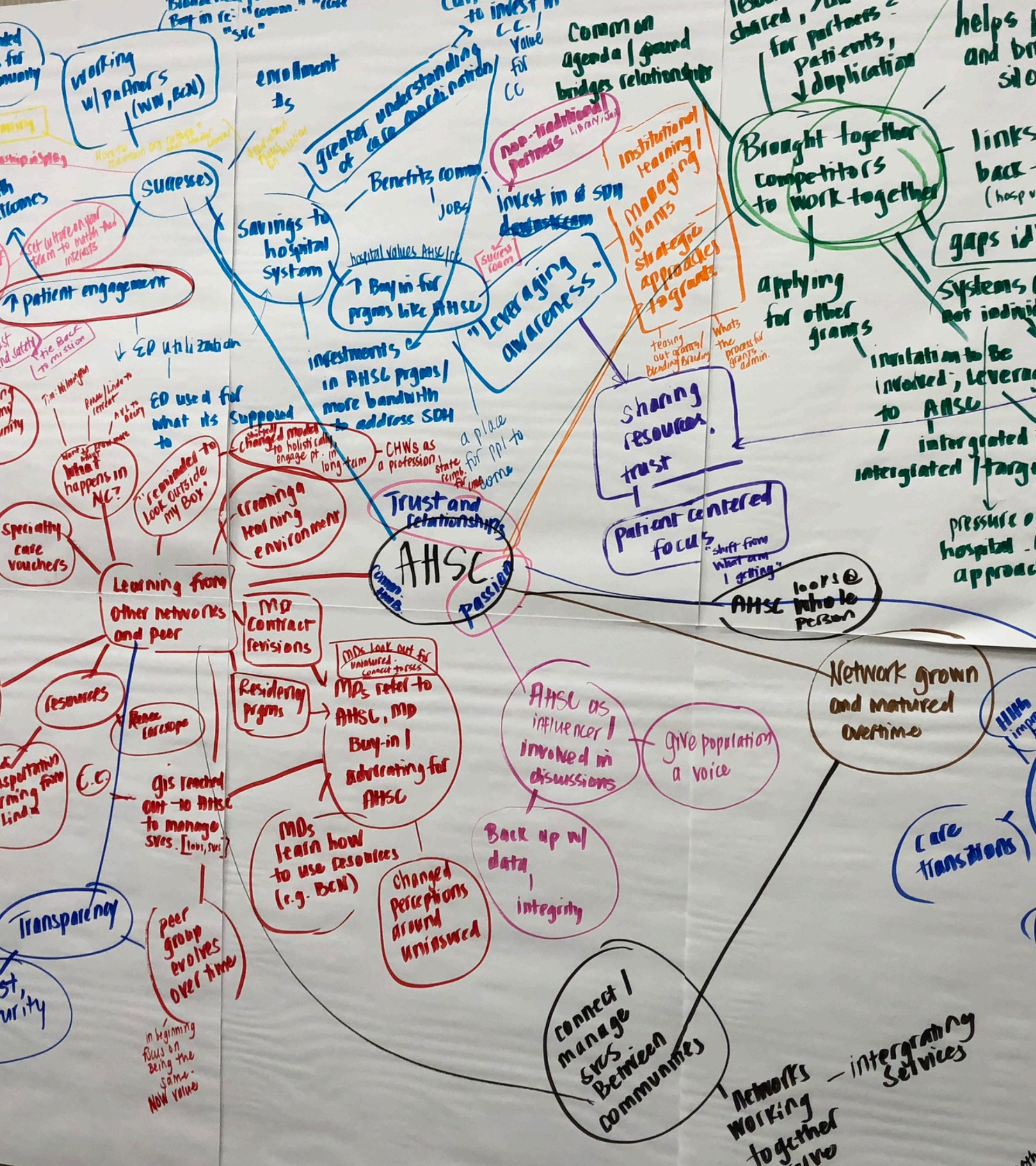
A qualitative method to engage participants in visually mapping their perceptions.

Well suited for complexity and systems change initiatives, including:

- Community-based programs
- Collaborative and collective impact-focused initiatives
- Policy/systems change projects

Valuable for implementation monitoring and documenting program successes

Chazdon, S., Emery, M., Hansen, D., Higgins, L., & Sero, R. (2017). A field guide to Ripple Effects Mapping (Minnesota Evaluation  
Kollock, D. H., Flage, L., Chazdon, S., Paine, N., & Higgins, L. (2012). Ripple Effect Mapping: A "radiant" way to capture program impacts. Journal of Extension, 50(5), 1-5.





# Ripple Effect Mapping is....

**A strategy to collect stories about impacts**

**An opportunity for participants to reflect & celebrate together**

**A technique for synthesis and real time validation**

**A way to visualize data**





# Theoretical Origins in Appreciative Inquiry

**An orientation toward describing the positive so that the most useful aspects can be disseminated**

Preskill, H., & Catsambas, T. T. (2006). Reframing evaluation through appreciative inquiry. Thousand Oaks, CA: Sage Publications.

Watkins, J. M., & Cooperrider, D. (2000). Appreciative inquiry: A transformative paradigm. *OD Practitioner*, 32(1), 6–12.



# HOW I'VE APPLIED RIPPLE EFFECT MAPPING (IN PERSON)



**Gathering Perspectives on the Impact of Home Visiting from Members of a Statewide Consortium**



**Documenting the Impact of Healthcare Networks for Uninsured Adults**



**Understanding the Successes of the South Carolina Pregnancy Assistance Fund**



# HOW I'VE APPLIED RIPPLE EFFECT MAPPING (VIRTUALLY)



**Assessing Efforts to Expand the  
Reach of Effective Teen Pregnancy  
Prevention Programs in 3 SC  
Communities**







**Applying the Method:  
Let's Try it Out!**



# Planning your REM Session

What are you evaluating?

Who are you planning with?

Who is invited?

Gather materials

Consider your space &  
timing



# Assemble Your Team

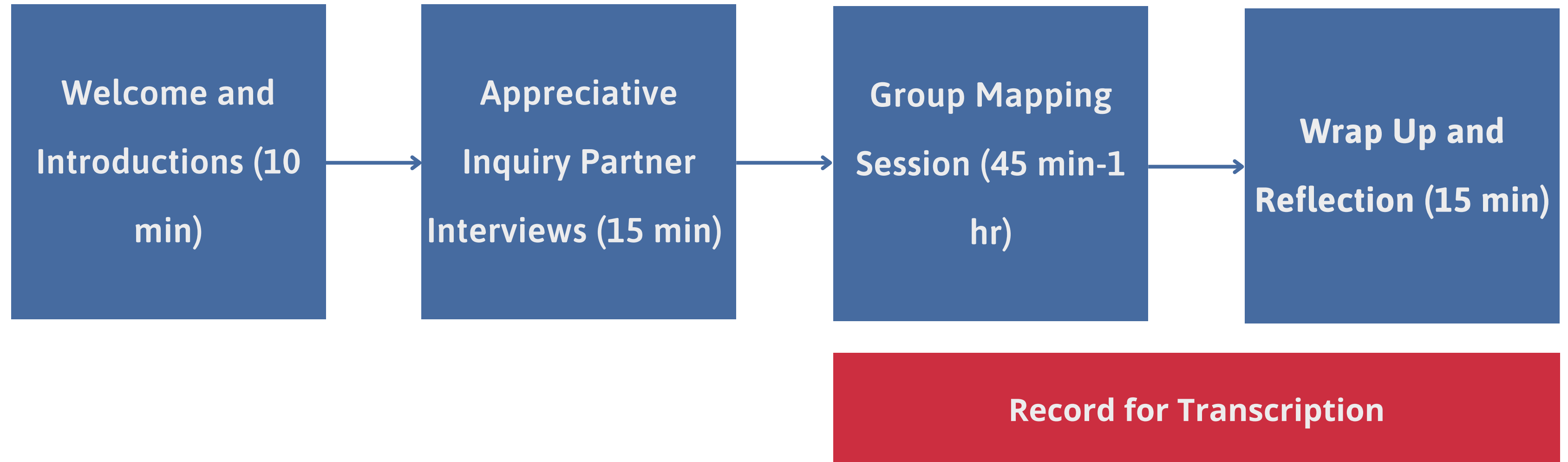
You'll need a:

- Facilitator
- Note Taker
- Scribe/Mapper (maybe?)





# Ripple Effect Mapping Session Format





# Appreciative Inquiry Partner Interviews

Find a partner to interview and take notes to sharing during the mapping session

How do home visiting programs contribute your community?

What is the most valuable part of having home visiting programs in your community?

What unexpected things have emerged in your work with home visiting programs?

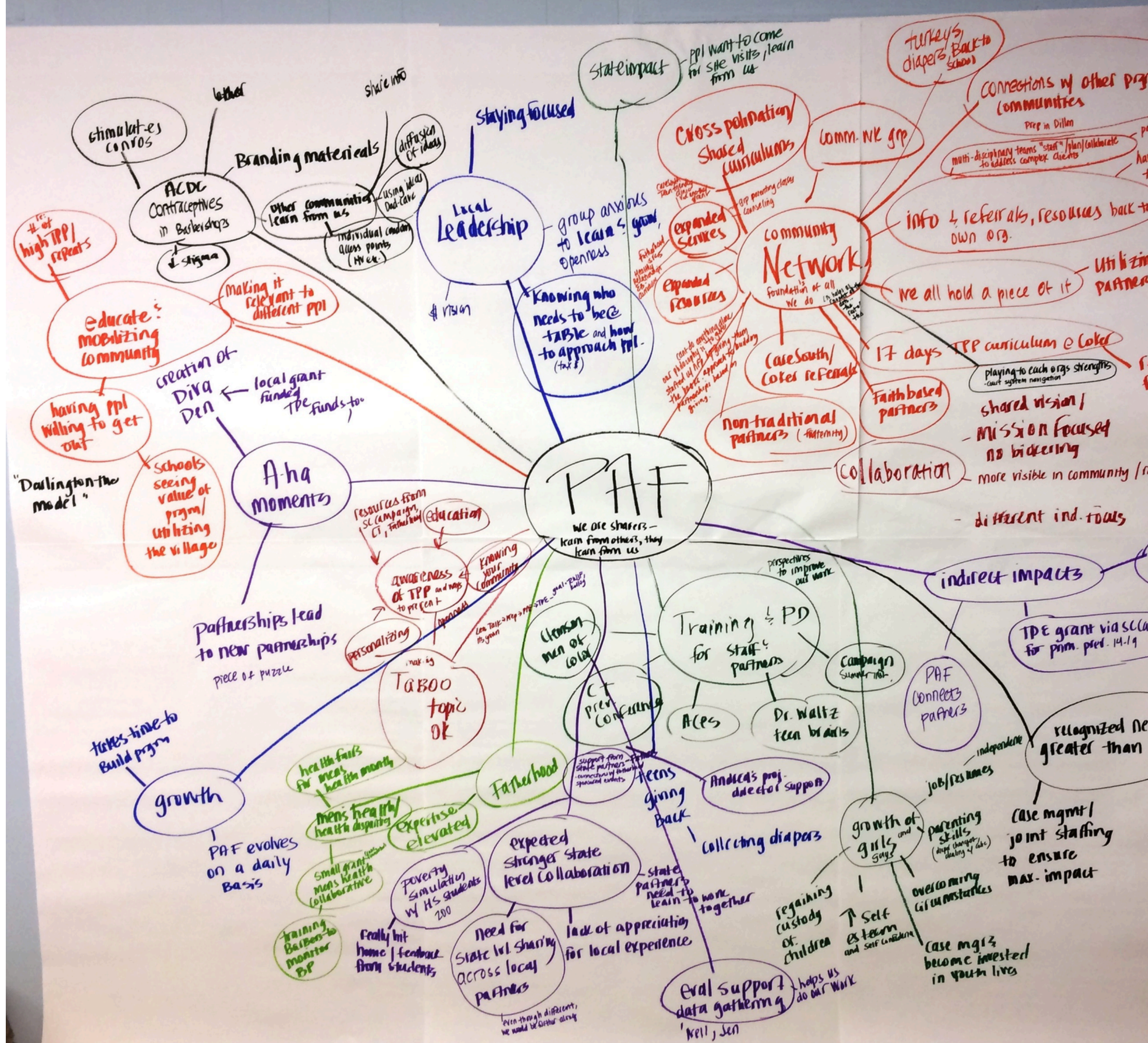
Tell me a story about how you have seen home visiting programs make a difference.



# Group Mapping Session

Ask participants to share something about their conversation to begin the map.

Continue round robin until nothing else to share.





# Prompts and Probes



What happens when....?



Then what happened?



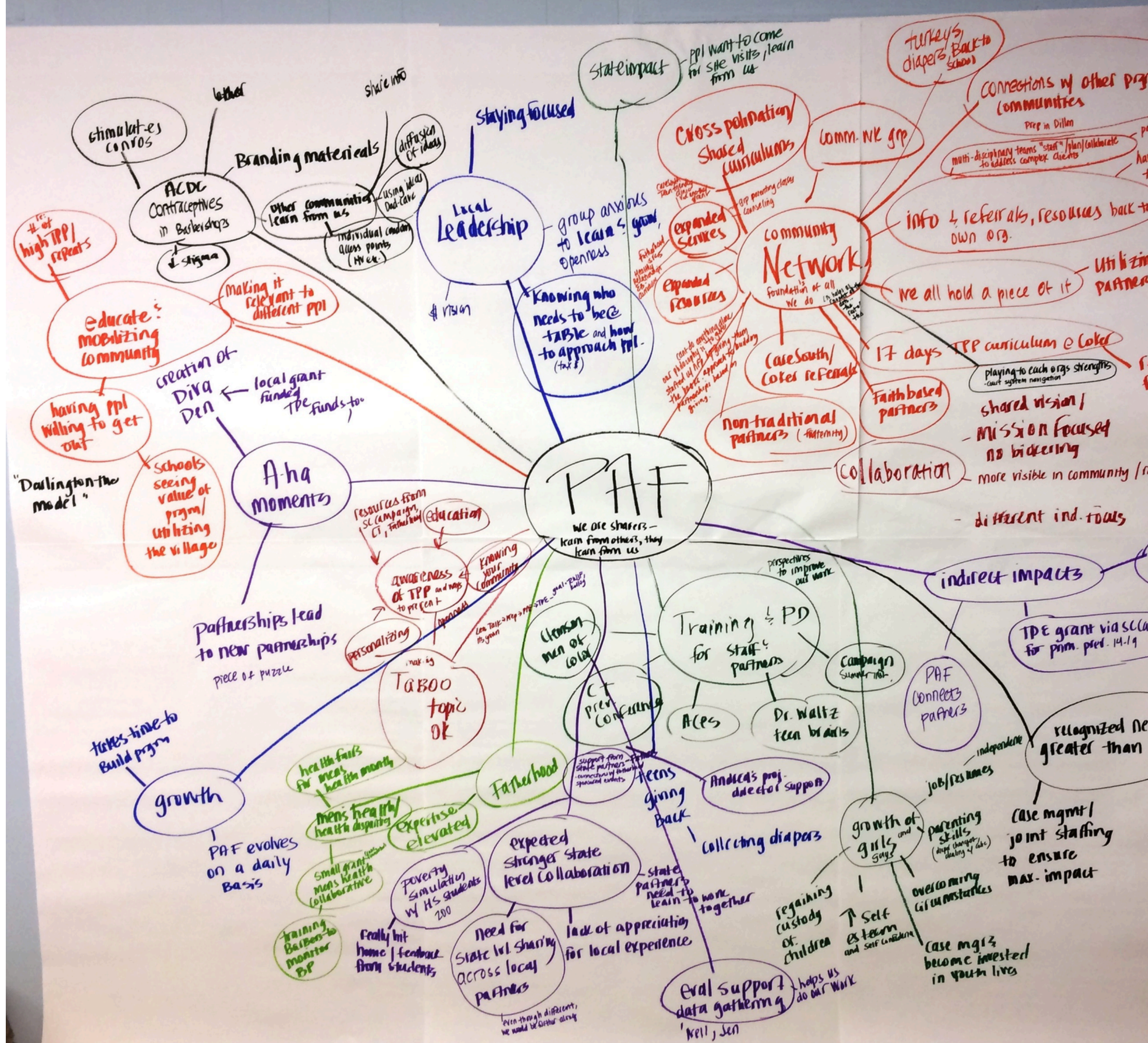
Who was involved?



# Reflection & Closing

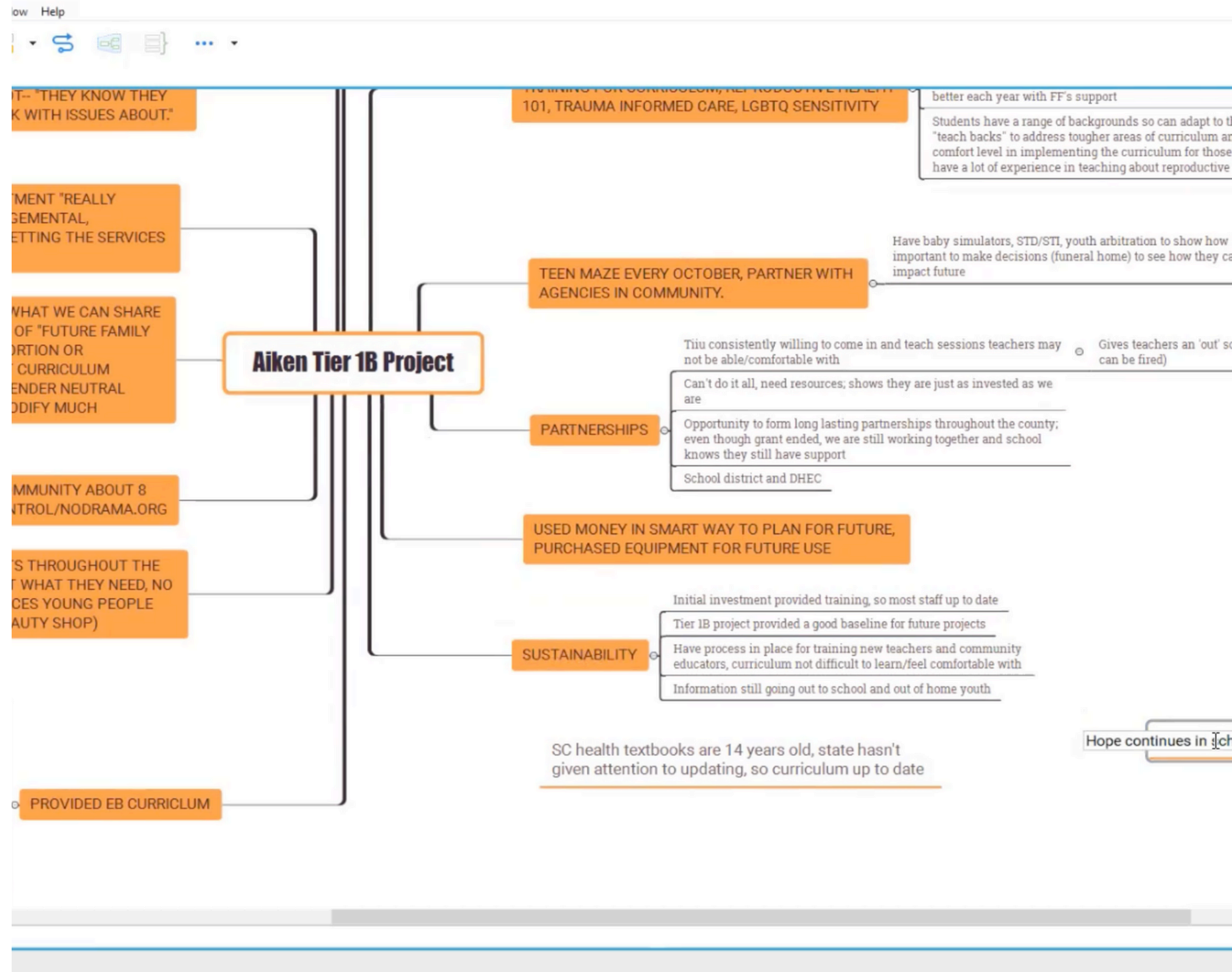
Look at what you did!

What is missing? Needs clarification?





# After the Session, Transfer Paper Drawing into Mind Mapping Software





# Mind Mapping Software Packages



miro



GitMind

xmind



# Conduct Follow Up Interviews (if needed)

Key people that were missing?

Areas for clarification?





# Data Analysis

Now You've Got Your  
Data....What Do You Do With It?





# Analyzing REM Session Data

Have recording transcribed

Transfer drawing into  
software (XMind)

Formal qualitative analysis  
process



# Analytical Approaches

## Inductive

Let themes emerge  
without  
predetermined  
framework

## Deductive

Analyze with  
framework

Community Capitals  
Framework  
frequently used





**Consider  
Member  
Checking**



## Strengths

Low cost

Participatory & flexible

Well suited for  
complexity

Can capture both  
intended & unintended  
impacts

## Limitations

Focus on positive  
may miss negative  
'teachable moments'

Limited generalizability

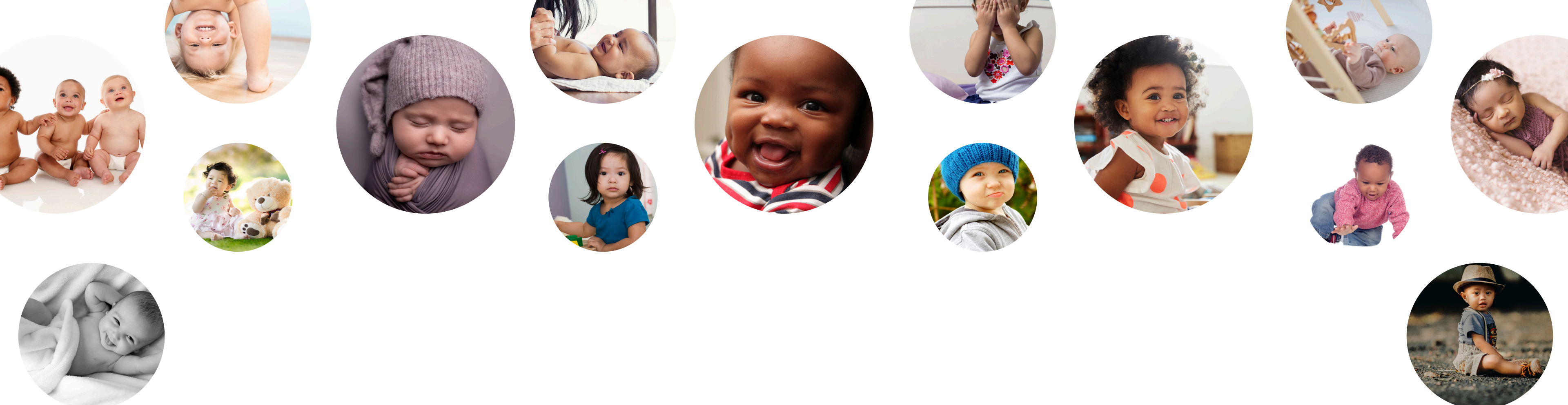
Potential bias in  
participant selection and  
reporting





# Discussion





**Thank You!**

