

Process Evaluation Plan for Global Livingston Institute's iKnow Concert Series

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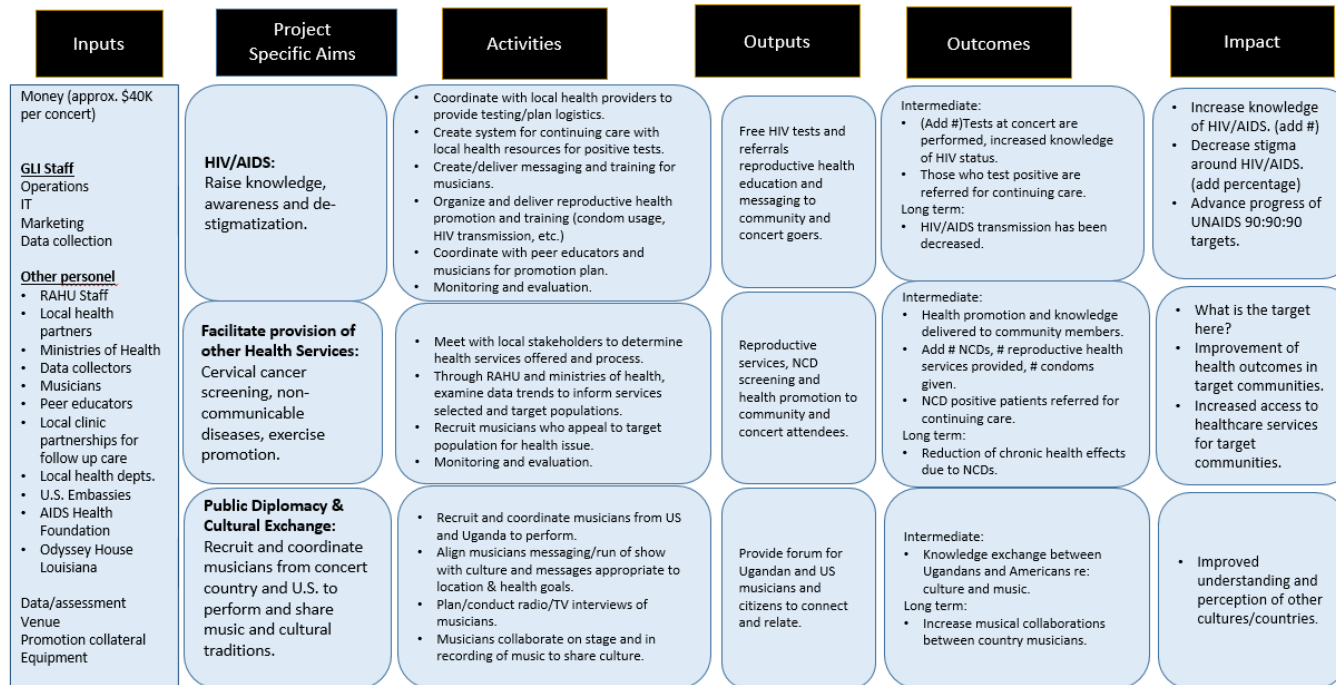
Intended use, users and focus: This document is to serve as a Process Evaluation Plan for the Global Livingston Institute (GLI) iKnow Concert series in Uganda and Rwanda. Despite previous impact studies, this will be the first time GLI plans to evaluate the concert program using this approach. The GLI leadership team stated that their primary goal in completing a process evaluation is to determine whether the iKnow Concert series is being implemented according to its intent and defined strategy. Their secondary goal of an evaluation is to determine areas where the iKnow Concert process can be improved. To the largest extent possible this report seeks to answer these two stated goals. If data is not sufficient to answer evaluation questions this plan will provide recommendations on what type of data could be collected in the future to complete a formal process evaluation and what barriers may still exist in completing a full formal process evaluation. This evaluation plan will evaluate any process areas where possible. The intended audience for this report is the GLI team and its partners or stakeholders of choice and it will be used to identify best practices and areas of improvement with the iKnow processes for planning implementation and evaluation of the concerts. This report is not intended to be an impact evaluation nor make any conclusions about whether or not the iKnow Concerts impact concert attendees or communities or to what extent behaviors are being changed due to concert activities. I recommend that following this evaluation plan a formal process evaluation as well as impact evaluation is done to glean that information.

Program description: The iKnow concerts originated in 2014 in Lake Bunyonyi, Uganda and grew to a second city (Masaka) and country (Rwanda) in 2017. In 2018 in Uganda the iKnow concerts were held in Masaka, Kabale and Lira (South-west and Northern Uganda). The iKnow concerts have 3 main goals as depicted in the program's logic model: 1.) HIV/AIDS: raise knowledge, awareness and de-stigmatization, 2.) Facilitate provision of other health services such as cervical cancer screenings, communicable and non-communicable diseases (NCD) screening and health promotion, and 3.) Public diplomacy and Cultural Exchange: recruit and coordinate musicians from concert country and U.S. to perform and share music and cultural traditions. The iKnow concerts seek to be a platform by which needed health services can be provided by local health clinics (with the hopes of creating lasting patient/clinic interactions) and that are led by each country's Ministry of Health (who determines what services are provided per health prevalence, incidence and trends in each area). Through musicians GLI spreads messages of knowledge and de-stigmatization of HIV as well as strives to break through cultural barriers and forge friendships between Americans and Ugandans. The concert series is a venue for bringing awareness to health messaging and health care access through music and the arts.

The problem that the concert series is trying to address originated with a large focus on HIV and AIDS in 2014 and has since grown to still have that component but also focus on health issues that Ministries of Health identify such as NCDs, physical activity promotion and reproductive health services. Kati translates to "right now" and so while the concert series started with a slogan of "iKnow my HIV status right now" it has since shifted into "iKnow my health status right now" to include other health services such as NCDs, cervical cancer, family planning and others.

Logic Model: A logic model is defined by the CDC as “A graphic depiction (road map) that presents the shared relationships among the resources, activities, outputs, outcomes and impact for your program.”

iKnow Concert Logic Model



Logic Model Summary:

The iKnow concert logic model above was created following a series of stakeholder interviews to understand the processes behind the iKnow concerts. The goal of a logic model is to provide a visual depiction of a program and the relationship between its inputs, activities and intended impacts. In order to conduct each concert, GLI interacts with a series of stakeholders including local health clinics and Ministries of health, Reach A Hand Uganda (RAHU), data collectors and peer educators who are trained on conducting GLI processes for health activities. Additional stakeholders include musicians who are recruited and oriented to HIV messaging by GLI and donors and donor organizations who fund the concerts. Other inputs to the concerts include equipment, venues, promotions, data analysis and of course money. The main goals for the concerts were defined by GLI and can be seen under the heading "Project Specific Aims." Many different activities have to take place in order to conduct a successful concert and these activities heavily involve the stakeholders including local health service providers and RAHU. Short term outputs from the concerts include 1.) Free HIV tests and referrals, reproductive health education and messaging given to the community and concert goers, 2.) Reproductive services, non-communicable disease (NCD) screening and health promotions are disseminated to the concert goers and 3.) The concerts provide a forum for Ugandan and U.S. musicians and citizens to connect and relate. There are intermediate and long term outcomes that follow the short term inputs. By giving out free HIV tests and referring positive tests for continuing care at local referral centers, GLI hopes to decrease HIV/AIDS transmission by making more people aware of their status. By providing other health services such as cervical cancer screenings and NCD screenings and referring NCD positive patients, GLI similarly seeks to decrease chronic health effects due to NCDs. Lastly, through knowledge exchange between Ugandans and Americans, GLI hopes to increase musical collaborations between musicians among other things. While both outcomes and impact are defined in the logic model following conversations with GLI, it is important to note that this process evaluation plan does not go into the depth of designing outcomes nor measuring impact on concert goers.

Data sources and methods: In order to inform this report, stakeholder interviews were conducted over the course of several months to include: interviews with GLI staff, the Ministry of Health and musicians. Data was collected from grant applications, physical meetings, meeting minutes, data spreadsheets of health services provided and health information collected from attendees, emails and examples of training and orientation collateral.

Following stakeholder interviews I drafted the logic model and held a brainstorming meeting with GLI leadership. This meeting had goals of validating the information that was in the logic model and identifying what GLI's goals were in having a process evaluation completed.

Additionally, substantial research was done in order to understand how to complete a process evaluation through the texts "Evaluation: A Systematic Approach 7th Edition" by Rossi et alⁱ and "Implementation Monitoring and Process Evaluation" by Ruth P. Saunders.ⁱⁱ

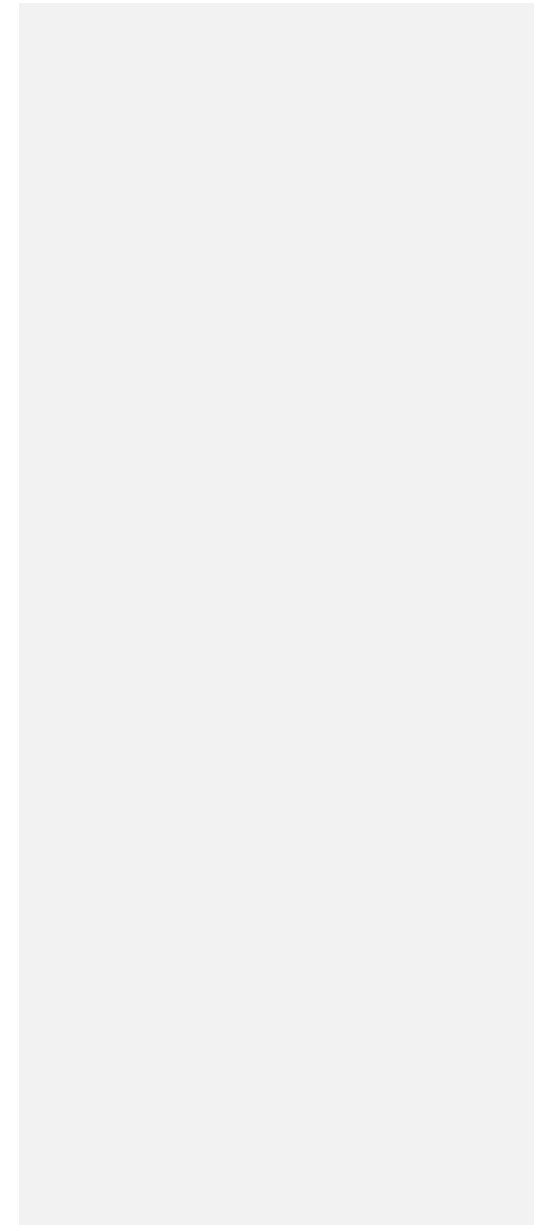
Results, conclusions and interpretation:

Using the logic model as a guide, evaluation research questions were created based on inputs, project specific aims and activities identified in the first column of Table 1. The evaluation methods and data collection tools mentioned in column 2 provide ways that an evaluator could formally validate the process from column 1. In the 3rd column of the table I identified whether or not the data exists and to what extent it exists.

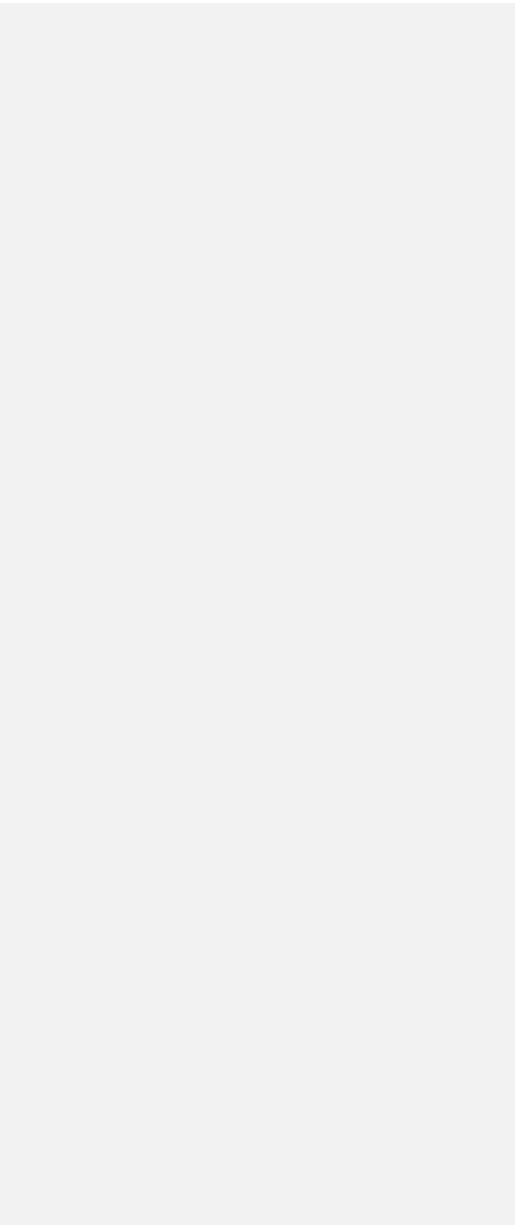
Table 1: Questions and Data Sources for Implementation Evaluation:

| Evaluation Question | Evaluation Methods and Data Collection Tools. | Recommendations. Data exists or not? |
|---|--|--|
| <p>How does GLI facilitate collaboration between US and Ugandan musicians?</p> | <p>Track and record # of collaborations and/or national songs recorded at each event and # of American artists performing.</p> <ul style="list-style-type: none"> -Anecdotally 10 collaborations or nationally recorded songs but not formally tracked. -Database tracks all musicians performing each year including # of American artists (Table 8 in Appendix). -Per musician’s interview, some collaborations are planned and coordinated by GLI and others happen organically. GLI invites US musicians to attend health events throughout the week such as mobilizations, school or radio station visits. | <ul style="list-style-type: none"> -GLI should define goals for how this is measured and how they want to grow it. This is tracked in a database but not formally talked about as a goal very often. -Data partially exists. |
| <p>To what extent did GLI staff provide coordination, equipment and resources for the concerts?</p> | <ul style="list-style-type: none"> -Anecdotal comments in grant requests mention project tasks that took place. --Production company handles majority of equipment. -Health providers handle their equipment, acquire tests, etc. -Budget trackers were sent by Ryan including line item, cost, whether line item is final, payment method, whether it was wired and what organization it goes to. | <p>GLI should consider having a formal project plan for tasks that get completed, when they are completed and by whom.</p> <ul style="list-style-type: none"> -Data partially exists, partially anecdotal. |
| <p>To what extent were health workers able to provide planned and quality health services (attain tests, etc.)?</p> | <ul style="list-style-type: none"> -Data on # of services provided by health workers is collected. Health providers never run out of tests and plan for demand accordingly with partners. -Data exists for # of services provided but not ease of attaining tests, ease of staffing or whether services provided met demand. -Raymond sent meeting minutes from meetings with health providers leading up to the event. -Raymond sent surveys in which every health provider fills out detailing out the equipment, staff and hours they can offer as well as make requests for additional needed equipment, if any. | <ul style="list-style-type: none"> -Raymond holds a formal meeting with all health providers to discuss what went well and what could be improved but it seems as though other GLI staff were not aware that this takes place or what the outcomes were. -GLI could assess the effectiveness or measure the performance of the health providers in a more robust way (ex: did attendees receive the service that they stood in line for? How would |

| | | |
|---|--|---|
| | | Rumbi has material from past years for data collection? |
| To what extent did GLI/partners provide health promotion and education at concerts? | -Data on # of educational consults provided (condom usage, family planning and # of messages on stage to crowd) -Data is difficult to collect from mobilization events, but is collected from concert day-of consults by health providers and reach via TV and radio ads. | Data exists in conjunction with services provided |
| To what extent did GLI coordinate with partners on promotion plan (who carries out promotion plan)? | Meeting minutes and attendance for meetings where promotion plan is created and disseminated, promotion or communication plan itself. -Exists via piece meal together emails for previous years but RAHU created and sent a large comprehensive promotion and project plan that the will conduct for 2020 that should be used moving forward. | Recommend that GLI and RAHU continue with the promotion plan that RAHU sent for 2020 for future years. -Data exists for 2020. |
| To what extent does GLI review data & work with Ministries of Health to plan out concert locations and dates? | Meeting minutes and attendance from meetings with Ministry of Health and RAHU where HIV data is reviewed, cities and dates are selected. Raymond sent health provider meeting minutes | Recommend that GLI begin collecting minutes for these meetings. |
| To what extent does GLI coordinate with Ministry of Health to plan services provided at concerts? | -Meeting minutes and attendance from meetings with Ministry of Health where health services are planned for each concert and the strategy for each city/location. -Raymond said in interview that some of these meetings are more formal with minutes captured and others are not. He sent meeting minutes from a meeting planning health services and logistics with all health providers. | Data exists for some meetings. Unable to find comments about why those health services were selected or each concert's strategy, but lots of discussion about planning around how to provide the services that were selected. |
| What was the participants' program utilization compared with the program plan? | Data on strategy and goals for utilization at each concert, how goals will be measured and data collected at each concert in line with said goals to measure actual utilization. | Utilization data does exist, strategy and goal anecdotes are hinted at in grant applications but not formally written anywhere. Recommend that GLI formalize their strategy and goals. |



| | | |
|--|---|--|
| <p>What are the characteristics of the program participants compared with the target population (is the program reaching its intended population)?</p> | <p>Demographic data is collected on program participants through surveys of attendees. Target population could be defined more so that GLI can truly measure whether each concert has reached it.</p> | <p>Demographic data for concert attendees does exist. Could add more specific aspects per defined target population (what are demographics within target population they are trying to reach (adolescents, women, prostitutes, etc.)?)</p> |
| <p>Did all the planned program components get delivered?</p> | <p>Meeting minutes or a project timeline with tasks, dates completed and deliverables.</p> | <p>Data exists anecdotally in grant funding requests. Not a lot of information on when program components were delivered or who delivered them.</p> |
| <p>To what extent does GLI create & align health messaging/run of show with culture & messages appropriate to location & health goals?</p> | <p>-Meeting minutes or documents defining strategy unique to each concert's location and health goals, messaging given to each group of musicians that is tailored to that location and its goals. -Sheila has emails documenting what was discussed with each MOH and health clinics in terms of their health goals for each concert based on the location (ex: for Hoima message was tailored to the high prevalence of HIV in the fishing village and use of condoms).</p> | <p>-Meetings take place but no minutes are collected. -Recommend that there be one document for each year specifying each concert's goals and how the concert or messaging/promotions align with it.</p> |



As seen in Table 6 of the appendix, anecdotally all operational processes have taken place as anticipated to plan, prepare and execute the concerts since 2016. These include up to a year of weekly or daily planning calls that coordinate fundraising and multiple partners and stakeholders. Health activities include organizing the delivery of health services, acquiring tests/supplies, physically providing said health services during concerts, distributing condoms, HIV tests being conducted and positive tests getting linked to a continuum of care in the community. Musically they involve recruiting artists, assembling a production team, conducting rehearsals and orienting musicians to messaging about HIV. These processes were all identified anecdotally from grant applications written from 2016-2018 by GLI. **Based on this information, I am able to confirm anecdotally that some of the processes are happening according to plan to support the planning and execution of the iKnow concerts.** In order to conduct a more formal process evaluation for the concerts in the future a project plan would be helpful.

As seen in Tables 1-4 of the appendix and in the table below, GLI far exceeds their own goals set for the concerts. This data was collected from reports written by GLI. **Based on this information I am able to confirm that the concert goals are being accomplished according to GLI's goals that were set for health services provided.** Through interviews, document review and email, I was unable to ascertain how goals are set by GLI and what inputs go into creating them, such as past performance, city populations or population demographics, etc. In order to conduct a formal process evaluation, more formal goal setting information would likely be required.

| | 2017 Uganda | | 2018 Uganda | | 2018 Rwanda | | 2019 Uganda | |
|------------------------|-------------|---------------------|-------------|-------------------|-------------|------------------|-------------|-------------------|
| | Goal | Actual | Goal | Actual | Goal | Actual | Goal | Actual |
| Attendees | 5,000 | 44,000 (880%) | 45,000 | 71,500 (159%) | 15,000 | 24,000 (160%) | 25,000 | 83,900 (336%) |
| HIV Tests Administered | 4,588 | 8,098 (177%) | 10,000 | 10,000 (100%) | 2,000 | 2,686 (134%) | 5,000 | 5,835 (117%) |
| Condoms Given | 15,000 | 237,000 (1,580%) | 50,000 | 369,684 (739%) | N/A | 86,740 | 50,000 | 400,000 (800%) |

Throughout November I was able to observe real time processes for the planning of the virtual iKnow World AIDS Day concerts taking place November 25- December 1, 2020. Due to COVID-19 and government restrictions, these concerts are being planned virtually with health outreach still incorporated but planned to reach a reduced number of people. These involve satellite concerts with musicians playing on TV and spreading a message of health with local health center outreaches that planned to reach communities in Kabale, Mbarara, Kasese, Adjumani and Hoima. Health services planned to be provided include HIV, STI and Malaria testing, TB Hepatitis B and cervical cancer screening, condom distribution, psychosocial support and family planning sessions. Sheila coordinated funding with the Elisabeth Glaser Pediatric AIDS Foundation (EGPAF) to cover the health services being provided and videography for promo events. RAHU emailed a large, comprehensive communication plan with stakeholders responsible for videos, podcast, press releases, artwork, digital and offline collateral. The RAHU project plan also included roles and responsibilities for security, collaborating with musicians, event management, communications and mobilization. GLI's Program Director for Research and Evaluation organized meetings and documents with the research team to determine what research team roles and responsibilities were including orienting and training data collectors, data entry and analysis, study protocols and coordinate on data management plan. A formal grant application was not

promotion would take place. Sheila and RAHU sent a formal budget to the EPGAF. A contracted production team was hired to handle all of the stage setup and equipment. Scripts for the U.S. musicians were sent from RAHU. Based on observation of the 2020 process, it appears as though all planned processes are happening according to plan.

Use, dissemination, and sharing: Upon completion, this report will be presented verbally and physically to the GLI team. At that point, the GLI team will be able to share it with any stakeholders, staff or partners that they see fit. The report is intended to be used for GLIs internal decision making and process improvement for the iKnow concerts.

Conclusion and Recommendations:

Considering GLI's size and limited resources, the organization has done a thorough job of conducting such huge events for only \$40,000 each involving so many stakeholders and reaching the substantial number of attendees that they reach. GLI is implementing some of their processes according to their plans however a more formal tracking process would make this clearer. It is clear that many processes are happening but may not be formally documented as they happen in a format that is needed for a formal process evaluation. Given the limited resources that GLI has if there are only a few processes that can be documented, I would recommend the ones that are be:

- 1.) High level project plan detailing stakeholders, partners, roles and responsibilities and deliverable dates.
- 2.) Meeting minutes from meetings with Ministries of Health or key partners when large decisions are made such as what the target population is for each concert, what cities were decided and why, what dates were decided and why and what health services and partners were selected.
- 3.) Meeting minutes from strategy and goal planning sessions or any meeting that shapes the future, direction and goals of the concerts.
- 4.) Debrief meetings that follow each concert should be documenting what went well, what could be improved and align all stakeholders on improvements so that all are on the same page and committed to making the concerts better the following year.

Recommended phases of a formal process evaluation:

- 1.) In order to assess whether the iKnow Concerts are being implemented according to intent and strategy, I recommend that GLI spend some time fine tuning said intent and strategy so that it is clear whether the process is accomplishing its objectives. For example, I would recommend GLI define the strategy, Mission and Vision for the event and associated measurable goals for the concerts that tie to each. Additionally, GLI could add more detail to their target population for the concerts to determine what other demographics or population health metrics that should be collected. GLI should define what the key activities are that are changing attitudes and behaviors around HIV/health and how the iKnow program accomplishes them. This would allow GLI to place focus on the activities and aspects of the concerts that are truly decreasing stigma and increasing knowledge of HIV.
- 2.) The next step of a process evaluation is to determine whether the concerts are being implemented according to plan. Using the logic model from the iKnow Concert series (Table 1) as well as feedback from GLI on what the main goals of the concerts are, I have formulated questions that an evaluator would ask to verify whether each process is taking place as well as forms of data that could be used to validate each one (Table 3).

3.) Administer survey pre- and post-surveys at concerts: collect results to measure whether attending concert did indeed change thoughts and behaviors, whether target population was reached.

Deleted:

Opportunities for Improvement and Recommendations:

- There is no formal process for how work is tracked and managed leading up to each concert. This could potentially lead to important details being missed in the planning of each concert. Additionally, having a systematic way of tracking what work needs to be done by each specific date and the stakeholders involved would assist GLI in knowing whether the concerts are being carried out according to their original plan and strategy. I recommend that GLI begin tracking some of these activities in a project plan such as in Table 8 of the appendix. This type of document could validate that the processes are taking place, when they took place, responsible stakeholders for completing each task and a desired timeline for completion. A project timeline such as this could be adjusted each year based on concert dates and locations.
- I was unable to identify any long-term strategy or goals for the concert series. The concert program as well as GLI could benefit from a 3-5-year strategy with tangible deliverables and completion dates. This could aid GLI in communicating their strategy and ROI to prospective donors and community members.
- The iKnow concert data could be improved to include more specific measurement of impact. For example, tracking the number of HIV tests administered does not assist sponsors and other stakeholders in knowing exactly how many of those individuals are finding out their status for the first time or how receiving an HIV test at a concert may or may not have changed their sexual or reproductive behavior. Similarly, GLI began tracking the number of times each respondent has attended an iKnow concert, but could benefit from analyzing that data in conjunction with the stigma scale to begin drawing conclusions about whether attendance at an iKnow concert contributes to lower stigma around HIV/AIDS. Another recommendation is to pre and post survey the same concert attendees before and after attending the event to truly measure whether attendance impacted their awareness.
- The iKnow concert series originated in 2014 with the goals of cultural exchange and combatting HIV/AIDS. Since then the goal of each concert has shifted based on health issues in each location, the funding secured for each concert, recommendations from RAHU and each department of health. While this offers agility and creativity in events, there is opportunity for GLI to decide what their main goals and strategy are for holding the concerts and whether there should be more continuity in concerts to solidify a strong brand and message. In anecdotal interviews with GLI staff there were conflicting opinions about what the main goals are of the iKnow concert series. The GLI website states that 3 main goals are culture sharing, public health and economic development. The author identified the 3 main goals of the concerts being HIV/AIDS, other health services and cultural exchange. Additionally, the goals between the Rwanda and Uganda concerts seem to differ quite a bit and the Uganda concerts have begun to offer more and more health services over the years to even include dental and eye care. GLI could consider if they want to hold each concert intentionally different in order to meet the communities needs or whether there should be certain aspects, goals or health services that always prevail and how this could impact their brand if they scale larger. For example, if the main goal is combatting HIV/AIDS, then should GLI only hold concerts in cities where there is a certain prevalence of HIV? And once the prevalence of HIV drops, should GLI move the concert

series to other cities where need is greater rather than keeping it in the same cities year after year?

- On the GLI website and in anecdotal interviews with stakeholders, cultural exchange is mentioned as one of the main goals of the iKnow concert series. However, in reviewing data collected at concerts, there is only informal data collected by which to measure cultural exchange and not a formal definition/measurement/goals for how GLI measures it. This report recommends that GLI create measures that can be collected and monitored for future concerts to assess whether this goal is being achieved.
- While GLI has an organizational Mission, the iKnow concert program does not appear to have a formalized Mission or Vision. Solidifying and communicating the Mission and Vision of the iKnow concert program as a whole could contribute to higher employee engagement and dedication of GLI staff by connecting their daily work to a larger purpose. It could also allow all GLI employees to speak about the concert program in a consistent way to grantors and community members which would aid a consistent brand image for GLI.
- The iKnow Concert grant and funding applications state that their target population is Ugandan or Rwandan people who are of reproductive age. Since this goal is so broad, GLI could benefit from identifying further parameters for their target population in order to have more impact. Examples include focusing more on certain hard to reach cities (or cities where the concerts have not been), populations that are disproportionately impacted by HIV or more specific demographics (fishing villages or areas where prostitution is high, etc.). Taking this one step further, GLI could create targeted communications and promotions for each specific group in an effort to have them attend the concerts. GLI did something similar to this when they sought to have more women attend their concerts by promoting the concert in areas where women frequent, recruiting more female health workers and community advocates and offering health services that appeal to women.
- GLI intends to raise awareness and increase knowledge of HIV/AIDS. In order for this to happen, this report recommends that one interaction with concert attendees per year may not be enough. There may be opportunity for GLI to run a more coordinated program throughout the year that involves following up with positive tests to remove barriers to treatment, holding educational webinars, encouraging attendees to get tested throughout the year if they didn't at the concert and sending destigmatizing messages more consistently. If GLI's goal is to be a facilitator of health services for these communities, I recommend that they hire more public health staff who can facilitate more coordinated health promotion programs throughout the year which would create greater awareness and perhaps begin a behavior change platform. This recommendation could be further validated if GLI conducts an impact evaluation.
- In meeting minutes and anecdotal interviews with GLI staff, I learned that when GLI meets with the health providers they set the strategy and goal for each concert based on their community needs and individual objectives. While this ensures they are getting an event that meets their specific target population's needs and is most relevant to them, it potentially risks GLI running a concert with a focus that does not align with that of GLI's strategy or the grantors goals. This was seen briefly in 2018 with providing eye and dental care and again with education around gender based violence. GLI should consider whether it is their goal to offer as many needed health services as are requested or target only certain ones and how they handle situations in which a health provider is requesting services that may not align with GLI and what the response should be.

Appendix:

Tables 1-4 Grant goals, iKnow concerts:

1.) 2017 program goals (from Rotary grant):

| Goal | Actual |
|--------------------------------|--|
| 5,000 attendees | Lira 16,000 Masaka 10,500 Kabale 17,500 |
| Distribute 15,000 condoms | 237,000 condoms, 2,000 female condoms |
| Perform 4,588 HIV tests | 8,098 tests performed |
| 100 musical artists perform | 206 artists performed (11 American) |
| Other health services provided | 404 cervical cancer screenings 247 family planning sessions 156 IUDs inserted 103 circumcisions 103 Tetanus shots 95 implant contraception 93 diabetes screens 50 menstrual hygiene counseling sessions 46 mental health forum participants 16 implant removals |
| | Direct cash infusion \$75,000, another doc said \$171,843 |
| | 12 American performers |
| | 9-10 million people exposed to media coverage |

2.) 2018 Concert Goals Uganda (per rotary grant and AHF grant):

| Goal | Actual |
|--|--|
| 5,000 attendees in each city (25K total) | 71,500 attended |
| Distribute 50,000 condoms | 369,684 condoms (2,144 female) |
| Perform 7,500 HIV tests | Nearly 9,654 tests performed |
| 150 musical artists perform | 227 artists performed (5 American) |
| Other health services provided (cervical cancer, IUDs, blood pressure checks, blood donations) | 400 cervical cancer screens 1,385 adult circumcisions and tetanus shots 904 NCD screens 755 IUD & contraception insertions 500+ cervical cancer screens 479 family planning sessions 54 menstrual hygiene counseling sessions 11 implant removals |
| Media presence to reach over 10 million | |
| Provide opportunities for 200+ Rotarians to be involved | |
| | \$346,662 direct cash infusion |

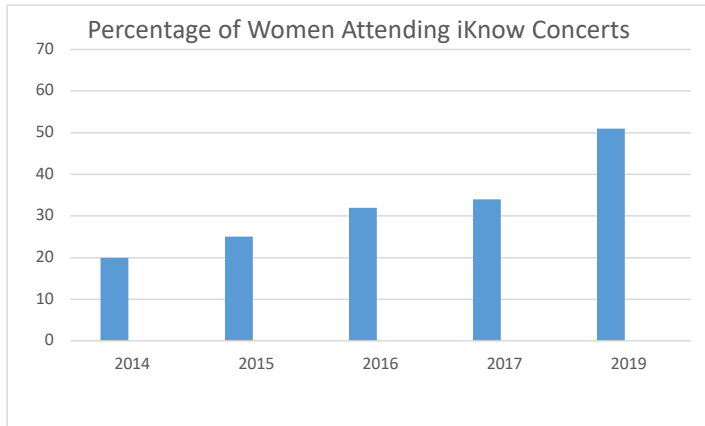
3.) Rwanda Concert Goals (From FERWACY Report), August 2018 Musanze and Kigali

| | |
|---|---|
| 15,000 people in attendance | 24,000 people attended |
| 2,000 free HIV tests | 2,686 tests administered |
| | 86,740 condoms distributed |
| | 1,346 voluntary male circumcisions |
| | 24,000 people heard public health messaging |
| Provide NCD screening | 904 screens done |
| | \$59,357 in direct economic impact |
| | Performances by 50 artists |
| | 1 transnational song on stage |
| Reach 500,000 people through media | Reached 750,000 people |
| Build cycling relationships between countries | 25 cultural ambassadors from U.S. attended |

4.) 2019 concert goals (per US Embassy Uganda grant): Kampala, Hoima, Masaka and Kabale Uganda.

| Goal | Actual |
|--|--|
| 5,000 attendees in each city (total of 25,000 attendees) | 83,900 attendees |
| Distribute 50,000 condoms | 400,000 condoms were distributed (395,000 male, 5,000 female) |
| Perform 5,000 HIV tests, increase positive test yield | 5,835 tests performed, doubled yield to 2.9% |
| 100 musical artists perform | 200 artists performed |
| Measurable economic impact | More than \$500,000 in direct and indirect impact |
| Media presence to reach over 10 million | 10-11 million people exposed |
| | Destigmatizing messaging present in nearly every performance. 12 trans-national songs were recorded. |
| Other health services provided | 2,000 adult circumcisions 3,000 NCD screens 800 IUD & contraceptive insertions 500 cervical cancer screens 500 family planning sessions 54 menstrual hygiene counseling sessions 11 implant removals |

5.)



2018/2019 recruit female performers, volunteers, health workers (International women's day concert)

Table 6: Activities for each Concert (obtained from grant reports):

| | 2017 Lira | 2017 Masaka | 2017 Kabale | 2018 Lira | 2018 Masaka | 2018 Kabale | 2018 Musanze | 2018 Kigali |
|--|--------------|----------------|----------------|--------------|----------------|----------------|-----------------|----------------|
| Hold weekly and daily meetings with core planning team | X | X | X | X | X | X | X | X |
| Coordinate with health partners to acquire tests/condoms | X | X | X | X | X | X | X | X |
| Recruit artists | X | X | X | X | X | X | X | X |
| Assemble production team | X | X | X | X | X | X | X | X |
| Fundraise | X | X | X | X | X | X | X | X |
| Rehearse | X | X | X | X | X | X | X | X |
| Promote | X | X | X | | | | X | X |
| Condoms dist | X | X | X | X | X | X | X | X |
| Health svc provided | X | X | X | X | X | X | X | X |
| HIV tests given | X | X | X | X | X | X | X | X |
| Positive tests linked to continuum of care | X | X | X | X | X | X | X | X |
| HIV messaging on stage | X | X | X | X | X | X | X | X |

Table 7: Real Time Processes Observed for World AIDS Day 2020

| 2020 Process (virtual WAD Concert) begins Nov 25 | Process Observed? How? Who? | Dates of process | Notes |
|---|---|---------------------|--|
| Recruit artists | Sheila emailed Shadrack re: getting videos of American artists promoting health. Nasser suggested he could record Ugandan videos during rehearsals. | 11/11/20 | Who writes video scripts? RAHU Who manages "run of show" for day of? |
| Health Services decided | Ester (Elizabeth Glaser Foundation) coordinated for Mbarara with principle medical officer and decided health services to be provided. | | |
| Fundraise | No formal grant applications were sent by GLI, worked off the proposal for WAD GBV awareness. Budget tracker sent by Ryan. Budgets for this year created between RAHU and GLI and sent to Glaser AIDS Foundation by Sheila. | | |
| Rehearse | Artist handler Shadrack organizes and leads rehearsals. | | |
| Promote | RAHU created script, organized videos, fact sheets, promo artwork, radio talk shows and podcast (Doreen sent multiple emails). Sheila/Reagan email coordinated 3 radio shows Nov 25-Dec 10 (peer educators from RHITES/PedAIDS for 2 of them) Sheila sent email on 11/16 to Glaser AIDS Foundation detailing budget for Kabale Media Café promo event for their approval, they approved. GLI coordinated with RAHU for radio talk show. GLI gathered logos and created promo materials. | 11/16/20 | |
| Condoms distributed | RAHU and health providers (per RAHU document) | | |
| Health svc provided | -Sheila emailed Amanda (Glaser AIDS): said health providers choose locations of hlth svcs and GLI supports them with promotion campaigns. Reagan coordinates with health providers in Kabale. Sheila and Glaser Foundation exchanged emails 11/16 that discussed connecting Reagan (GLI Uganda contact) with Dr. Moses and asking them to touch base re: service delivery. -RAHU seems heavily involved in this per RAHU document. | 11/16/20 | |

| | | | |
|--|--|----------|--|
| | -11/14 Sheila emailed Glaser Found budget for health services provided in Kabale. -Reagan and Anthony from JCRC coordinated health providers and testing for Kabale. | | |
| HIV tests given | Given by health providers. | | |
| Positive tests linked to continuum of care | | | |
| HIV messaging on stage | Script sent from RAHU on 11/24 for US musicians. Have not seen other scripts yet. | 11/24/20 | |
| Data collected/collection methods | Rumbi emailed RAHU to plan for primary data collected by peer educators. Set up meeting for 11/19/20 to discuss. On 11/17 Rumbi shared Research team roles and responsibilities via Teams. Great detail (see attachment below). Rumbi also sent meeting minutes on 11/17 from 10/30 research meeting talking about how many data collectors are needed and where, mentioning that some health providers. Rumbi led meeting on 11/20: Items of discussion were data collection platform - plan is to continue with Kobel toolbox for all regions and test RedCape for one region. GLI has 12 iPads to use that were donated by OHL. Want to move away from data collectors inputting data using mobile phone. Data collectors - RAHU is providing 10 data collectors, need 2 data collectors in each region (14-16 total). Rumbi is putting together their contact info. Need to match indicators with RAHU indicators, Rumbi will have survey to data team by 11/21. Emmanuel and Stephen to provide training. Rumbi will submit budget for costs to GLI and data collector contact info to Emma. Training-break into 2 days, aim for 11/24-25 (5,000/peer educator/day payment). Stephen to put together training materials this weekend and contact GLI re: RedCape program and getting on the platform (4 devices). Emma to setup Google classroom training for data collectors. Data team needs to identify additional 3 people to collect data in Kabale. Rumbi working on WhatsApp group. Rumbi and Emmanuel to coordinate training. | 11/13/20 | Rumbi's doc could be used as best practice for roles and responsibilities. |

Documents from GLI and Stakeholders to be used as best practice for tracking concert progress:



RAHU iKnow 2020 Research Team -
working document.xls WAD_16 Days Roles &

Table 8: Measurement of Cultural Exchange: # of Americans traveling to concerts:

Tour du Rwanda 2020 - 2 American travelers

Tour du Rwanda 2018 - 20 American travelers

iKnow concert 2017 - 29 American travelers (including musicians S-Wrap, Stealth Ulvang from Lumineers, Isabelle Fries).

Music Fest 2018 - 19 American travelers

Music Fest 2019 - 23 (including American band, Tracksuit Wedding)

ⁱ Rossi, P. H., Lipsey, M. W., & Freeman, H. E. (2004). *Evaluation: A systematic approach*. Thousand Oaks, CA: Sage.

ⁱⁱ Saunders, R. P. (2016). *Implementation evaluation and process monitoring*. Thousand Oaks, CA: Sage.