Ripple Effect
Leapfrog Short Project Report

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Introduction

Leapfrog co-designs engagement tools with community partners such as public sector and third sector organisations. Leapfrog has, as of the date of this report, co-designed and disseminated around 20 engagement tools. During this process the project team anticipated that our partners and tool users would share Leapfrog tools with their peers and relevant community groups.

This short project aimed to identify ripples of tool usage beyond a number of key partners and also looked at how the tool sharing happened and what we can learn from it. This work was captured in a Short Project since it is difficult to identify and measure ripples in a standard evaluation process.

This report describes how the Ripple project was approached, includes findings from the interviews, a ripple visualisation of Leapfrog tools and guidelines for an approach to Ripple in the future.

In this project, we looked at following research questions:

- How far have the Leapfrog tools been shared beyond those who have interacted with the project?

- What are the characterises and challenges around ripple?

- Is there learning from tracking the ripple of Leapfrog tools that can feed into tool development?

We identified a number of key partners during the interim evaluation interview who have used and shared the tools with their peers. They were specifically chosen in order to explore how and why they shared particular tools and with whom. Our key partners in this project were Health Watch Blackburn, Evaluation Support Scotland and TSI Moray.

Project Approach

We started the project by identifying a small number of key partners from the interim project evaluation. These partners were selected as those who may have shared tools with their contacts. A researcher from the Leapfrog team then interviewed these partners. At the same time the evaluation database (where tool downloads are updated and archived) was interrogated to identify tool users who have never interacted with Leapfrog members or attended Leapfrog dissemination events. These users where then contacted.

The second phase of the project involved taking the data gathered from the interviews and database interrogation and creating a visualisation of the ripple.

Interviews

In order to identify the links and explore how these shared tools are being used, the Leapfrog researcher asked our key partners the following questions:

1. Did you share Leapfrog tools with your colleagues or peers?

2. Which tools did you share?

3. Why did you share this particular tool(s)?

4. How did you share the tools?

5. Who did you share it with?

6. Why did you think they would benefit from this tool (s)?

7. Were there any challenges in sharing the tool? If so, what were they?

8. When did you think was appropriate to share the tool and why?

9. Can we have your permission to contact him or her to follow up with the tool use?

The evaluation questions for the ripple approach looked at 4 broad categories, namely: 'links to Leapfrog', 'the tool's sharable qualities', 'limitations and challenges in sharing conducted 8 interviews with our partners in the given time period. The details of the interviews, analysis and key insights are described below.

Interview Findings

Evaluation Support Scotland

Evaluation Support Scotland work with third sector organisations to help them measure and report their impact. ESS are interested in engagement tools and have their own set of tools they use for evaluation sessions.

Links to Leapfrog
A member of the Leapfrog team met the ESS team at a one-day seminar in January 2015. Leapfrog team was then invited to ESS in Edinburgh for a dissemination session. Following the session, the ESS team said they were interested in the tools. ESS then used the tools and shared Leapfrog tools in their monthly Newsletter.

Ease of sharing Leapfrog Tool
From the interview, we identified that the team found the Evaluation tool a useful evaluation approach that their readers could benefit from. The tool picked up a lot of interest when it was included in the ESS Newsletter. The tool was also shared after the initial dissemination session because it was particularly relevant for exploring alternative non-traditional evaluation approaches.

Challenges and Limitations in Sharing
In the interview with the ESS team member it was noted that they did not have any challenge in sharing the Leapfrog tools. The team member however noted that the tool lacked adaptability for and added that they usually work with big groups of around 40 participants and the tool was not suitable for such a large session. The ESS team member added that the tool would have benefited from being

available as an online version which would have been easier to share.

Ripple

The Newsletter describing the Leapfrog tool reached hundreds of subscribers to the ESS site. Leapfrog noticed that the number of tool downloads and particularly interest in the Evaluation Game increased after the newsletter article.

The Ripple data from the ESS interview is visualised in the 'Inside-Out Ripple Mapping' in Figure 2 (below).

Healthwatch Blackburn with Darwin

Healthwatch Blackburn with Darwin is a public-sector organisation who work with local community groups to help them get best use of health and social care service. The Leapfrog researcher interviewed one of the project managers in Healthwatch Blackburn with Darwin for this short project.

Links to Leapfrog
Healthwatch Blackburn with Darwin have been working closely with the Leapfrog team in the Young People's major project and have also been involved in using and disseminating the tools with voluntary organisations and young people.

Ease of sharing Leapfrog Tools
The Healthwatch interviewee had used Target Control and Storyboard with their community groups. They described the tool as being 'easily accessible', 'flexible to adapt' and 'interactive'. Target Control and Storyboard were also identified as tools that "you can almost create your own tool with them". The Healthwatch member shared the tool when they noticed that tthey were successful with groups. Some community groups specifically asked for the Leapfrog tools (Target Control and Storyboard). The familiarity of the Healthwatch interviewee with the tools played a significant role in using and sharing them to the right groups.

Challenges and Limitations in Sharing
The Healthwatch interviewee stated that they had faced IT issues in the past in terms of downloading the tool from the website and editing the tools in Adobe software. However, he pointed out that this did not hinder sharing these particular tools. With

regards to other available Leapfrog tools he stated that "they seemed complicated, narrow and not flexible in how to produce them".

Ripple

The tools had been shared with community groups on a weekly basis. He also stated that colleagues who do hands on work with the community, Volunteers and young people's champions were using the Leapfrog tools extensively. One of the interesting Ripples was that a former employee of Healthwatch now working with NICE had taken the learning of Leapfrog tool and has been using them in a different context.

The Ripple data from the Healthwatch interview is visualised in the 'Inside-Out Ripple Mapping' in Figure 2 (below).

TSI Moray

Third Sector Interface Moray (TSI Moray) is a third sector organisation that supports volunteer organisations, charities and social enterprises in Moray. They provide information and assistance on a range of topics from community engagement to financial advice.

Links to Leapfrog
TSI Moray worked with Leapfrog in the short project 'Gathering stories through creative evaluation'. The Leapfrog researcher interviewed TSI's development manager for the Ripple project.

Ease of sharing Leapfrog Tools
TSI Moray has used the Leapfrog tool called Evaluation Game with their community groups to capture evaluation creatively. TSI Moray was a main partner in the short project, which co-designed the Evaluation Game. Familiarity with the tool has encouraged its use and sharing with other user groups. The interviewee found the tool to be 'fun' and 'creative' 'well presented' and 'looks interesting for people to be excited about'. She also stated that the one of key qualities of the tool was that it 'left a lot of flexibility for discussion'. She found this to be a useful characteristic when sharing the tool with her user groups. She stated that she would prefer tools to be "colourful, interesting" and "non-traditional". This encourages her participants to be engaged.

Challenges and Limitations in Sharing
From the interview with the TSI member, it was noted that there were no issues in sharing the evaluation game. TSI member stated that this particular tool was chosen as it was in-line with what they were trying to do and the tools helped them do it "better" with their community groups.

Ripple

TSI member has shared the tool with her user groups as far as Shetland, Moray area and also within TSI Moray team members. She has shared the tool in her social media group such as Facebook and Twitter. This prompted tools downloads from the Leapfrog website. However, we were unable to interview the tool users within the given time to link the ripple directly to TSI Moray.

The Ripple data from the TSI Moray interview is visualised in the 'Inside-Out Ripple Mapping' in Figure 2 (below).
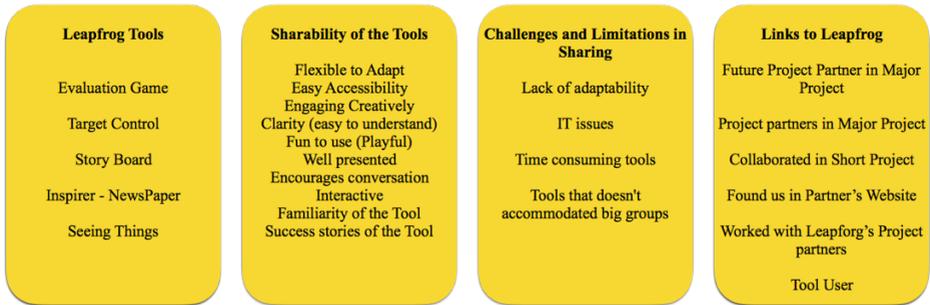
Summary Observations

Leapfrog Tools	Sharability of the Tools	Challenges and Limitations in Sharing	Links to Leapfrog
Evaluation Game	Flexible to Adapt	Lack of adaptability	Future Project Partner in Major Project
Target Control	Easy Accessibility		
	Engaging Creatively	IT issues	Project partners in Major Project
Story Board	Clarity (easy to understand)		
	Fun to use (Playful)	Time consuming tools	Collaborated in Short Project
Inspirer - NewsPaper	Well presented		
	Encourages conversation	Tools that doesn't accommodated big groups	Found us in Partner's Website
Seeing Things	Interactive		
	Familiarity of the Tool		Worked with Leapforg's Project partners
	Success stories of the Tool		
			Tool User

Fig 1 Summary Observations

Ripple Visualisation

In this short project, we looked at ripple from two perspectives. Firstly the inside-out perspective which looked at tool users and partners identified from the interim evaluation and analysed how far the tools had been shared. Secondly the outside-in perspective which looked at Leapfrog's tool download database to identify new tool users who had no previous links with Leapfrog. For the outside-in approach, we looked at the evaluation database to identify category C participants (tool users who have not worked with Leapfrog or been to any dissemination events).

Visualisations for the two perspectives are shown in Figure 2 and Figure 3:
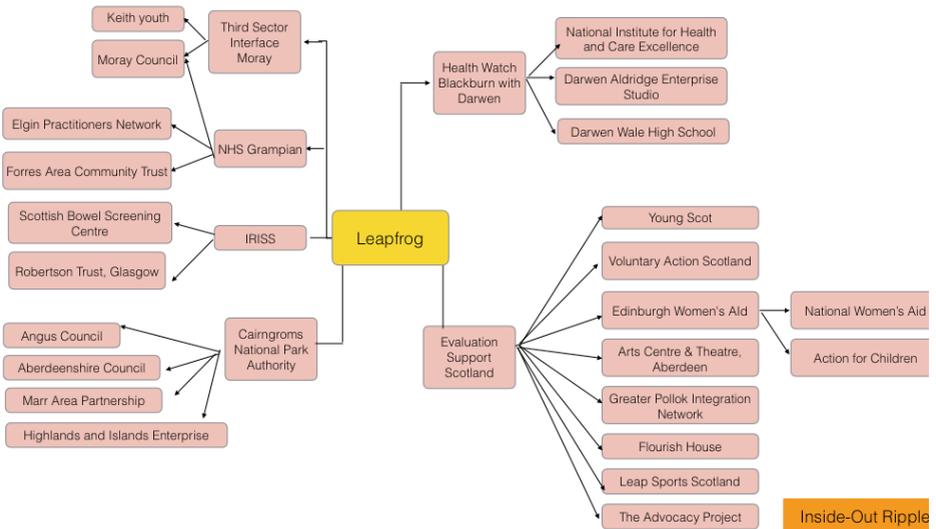
Fig 2 Inside-Out Ripple Visualisation

All the tool users identified from the database were approached to identify participants who have used and shared the tool however only 10% responded. Within that small number which responded very few of them had shared the tools they had used. Interviews with the partners who did respond resulted in the map shown above. From this outcome, we are would strongly suggest that if more partners had responded we would have been able to describe further ripple.

From the Inside-Out ripple, we identified that there are a number of small ripples. For example NHS Grampians and TSI Moray both influenced partners to use the tools. There are also big ripples such as Evaluation Support Scotland and Healthwatch Blackburn and Darwin. It should be noted that due to the time constraint, we were only able to approach a limited number of key partners for this short project. It should also be noted that this exercise was a snap shot of activity at this point and it would be anticipated that the ripple affect would be increased in the later stages of the Leapfrog project.
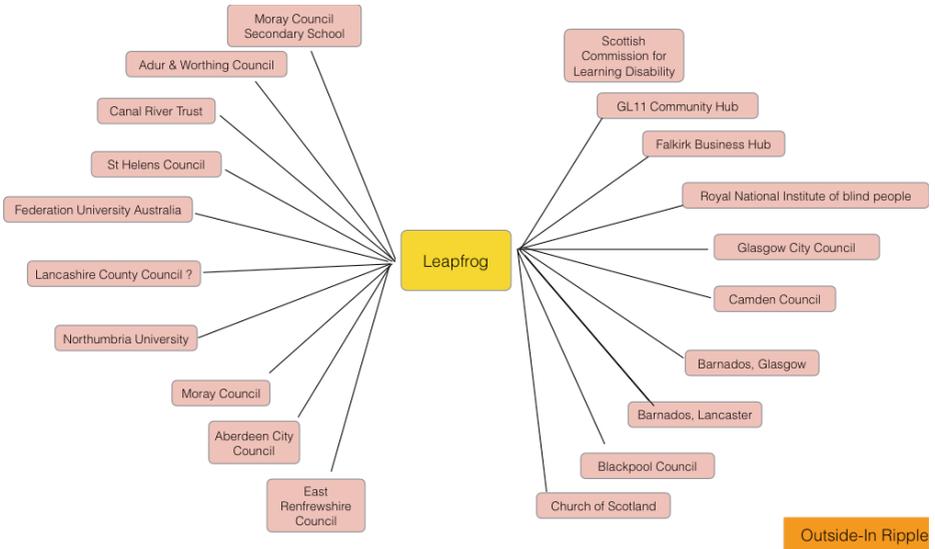
Fig 3 Outside-In Ripple Visualisation

Having identified the organisations who had downloaded tools but not had reprevious contact with Leapfrog we were able to draw up the diagram above. In the Outside-In ripple approach we were not able to reach any of these tool users through emails or phone calls within the given time period.

Guidelines for future Ripple Research

The following guidelines have been drawn up from reflection on the interview findings and the follow up session:

1. Noting the Ripple in the use of tools can usefully be embedded within the evaluation process, yielding further insight into the destination of the tools within this project.

2. It is important to establish the definition of Ripple and what it means to the partner before any interview.

3. The tool user must be given enough time from tool download or tool dissemination session to interview to give the opportunity for the tool to be used few times.

4. This will bring familiarity to the tool and will encourage people to share.

Conclusion and Next Step

One common theme we can draw from this short project is that familiarity with the tools leads to the further sharing of that tool by the tool user. We have also found that making contact with individuals who have not had any previous contact with the Leapfrog project is difficult and as a result we were unable to interview those individuals to confirm their link in the ripple. However, we will pursue this as a part of the final evaluation plan.

The above guideline can help the Leapfrog project envisage how Ripple could be embedded in future tool development. This Ripple short project also indicated that there were signs of the building of social capital among the participants and tool users we are working with. The process gave us, and the partners the opportunity to describe the links they have built and through the interviews we were able to identify what these links led to. The process gave us positive feedback for further collection of data.

One possible next step could be group-mapping sessions which could be included in the Ripple approach. Holding a group mapping session with the partners and two or more Leapfrog members in order to visualise the ripple could better inform the visualisation. This process can include brainstorming and recording other effects of the ripples. During this process the ripple approach could look beyond the effects tools have and explore the effects of the co-design approach with our collaborators.

Cover Image: Created by Charlotte Vogel from Noun Project