



# PICTURE IMPACT

## DESIGNED FOR USE: OUR APPROACH TO LEARNING

### CURRICULUM DESIGN & DELIVERY

Picture Impact™ provides tools and training for curriculum design and delivery.

Our diaries offer a curriculum delivery methodology designed specifically for continual use by participants. We provide training and supportive materials so that organizations have the tools necessary to maximize the use of the diaries and deliver the content seamlessly.

#### Communicating with Fidelity

Maintaining the fidelity of key messages at every step of an implementation chain—from Country Director to program participant—can be challenging, often complicated by varying literacy levels. Picture Impact diaries capture key curriculum content in a contextualized format understandable by everyone. The diaries serve as the foundation for staff training, deliver messages through one-on-one or group interactions, and ensure clarity of content by remaining in the homes of program participants throughout the program period and beyond.

#### Moving from Reflective to Active

Conveying key messages must go beyond one-way dissemination and persuasion, such as “wash your hands,” toward strategies that empower program participants to assess their situation and create their own change.<sup>1</sup> Picture Impact’s methodology provides a tool to connect program staff with program participants in meaningful two-way communication that strengthens the experience and results for both parties. Diaries are an interactive, written record that can be used as a platform for discussion, a data source for assessment, and documentation for advocacy.

#### Participation with a Purpose

The Picture Impact methodology emphasises participation by helping communities and organizations create participatory spaces that are representative and transformative.<sup>2</sup> At its core the diary itself is participatory. The assessment and tracking elements of the diaries equip participants with leverage and influence to self-mobilize and shape their own development, providing long-term community sustainability. To best serve the organization and its partners, Picture Impact’s training sessions and materials include participatory and interactive elements, making sure that people across all levels of the program are engaged, empowered, and inspired toward self-mobilization.

“Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.” — Confucius, around 450 BC

“To be truly significant and meaningful, participation needs to be based on the application of genuine two-way communication principles and practices.”<sup>1</sup>

“Learner-centered teachers teach students how to think, solve problems, evaluate evidence, analyze arguments, generate hypotheses—all those learning skills essential to mastering material in the discipline. ... Research consistently confirms that learning skills develop faster if they are taught explicitly along with the content.”<sup>3</sup>

“Learning is the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping experience and transforming it.”  
David Kolb

## RESPONSIVE DESIGN: CAPACITY, DELIVERY, CONTEXT

### Learner-Centered Curriculum Design

Picture Impact takes a learner-centered<sup>4</sup> approach to all of its projects, focusing on engaging and customizing the experience for the primary learner—the program participant. A learner-centered curriculum attends to both the content and the skills and capacity needed to learn. The diaries become a tool that program participants use to aid and direct their own learning processes. Diaries invite program participants to record and contribute their existing knowledge and experiences, recognizing that these are what inform their interaction with the curriculum. Our approach uses reflection, analysis and meaning-making to build critical thinking and increase the participant’s responsibility for personal learning.

### Focus on Delivery of Curriculum

Picture Impact diaries are a first-class curriculum delivery tool, but we know that the teacher, facilitator or trainer is just as relevant to the success of a curriculum as the tool. We support implementation of our diaries through the design and delivery of participatory step-down training tailored to the specific program. Picture Impact trainings address how to use and facilitate the diary, but also demonstrate experiential activities, illustrate key messages, and build skills in the art of group facilitation and teaching.<sup>5</sup> Our trainings result in higher field capacity for our clients and strong curriculum delivery in the field.

### Cross Disciplinary

Our expertise and inspiration is cross-disciplinary. We integrate ideas and practices from many fields, with a particular focus on people-centered approaches to design, development, and implementation (of services, programs and systems). Our collaborations begin with extensive discovery work—borrowing techniques from cultural anthropology, consumer insight, and design thinking—to uncover the complexities of context, the technical aspects of the program, and barriers to implementation. Our expertise lies in integrating approaches to customize a curriculum design and delivery that is most relevant to a particular participant group, context, and subject matter.

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1. Mefalopulos, Paolo. *Development Communication Sourcebook: Broadening the Boundaries of Communication*. Washington, DC: World Bank, 2008.
  2. Cornwall, A. “Unpacking Participation: Models, Meanings and Practices.” *Community Development* 43, no. 3 (2008): 269-83. Referencing Sarah White’s work from 1996, a Typology of Interests in Participation.
  3. Weimer, Maryellen. *Learner-Centered Teaching: Five Key Changes to Practice*. San Francisco, CA: Jossey-Bass, 2012.
  4. Alexander, P., & Murphy, P. (2000). The research base for APA’s learner-centered psychological principles. In N. Lambert, & B. McCombs (Eds.), *How students learn* (pp. 25-60). Washington, D.D.: American Psychological Association.
  5. David A. (1984). *Experiential Learning: Experience as the Source of Learning and Development*. Prentice Hall, Inc: Englewood Cliffs, NJ.

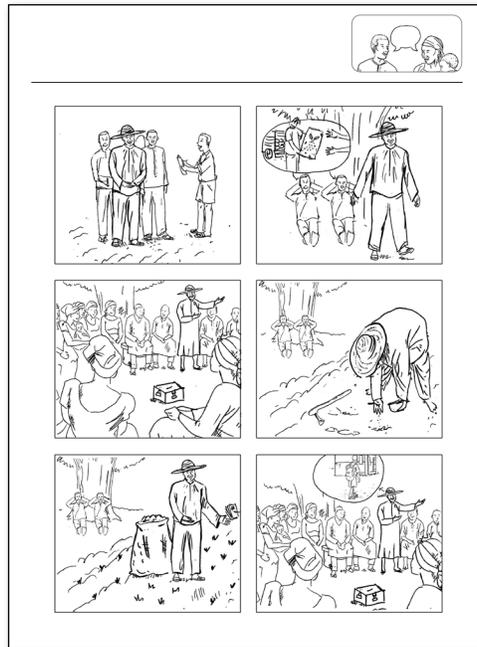
Many diary pages introduce and reinforce specific messages. The highly contextualized drawings help participants see themselves in the message and interact with the message. The options are not merely survey indicators, they are implied program values. The page design lightly encourages adoption of desired behaviors.



This page asks, “What hygiene practices do you practice?” Check all that apply.

- Use a latrine
- Sweep your courtyard
- Wash your hands after using the latrine
- Wash your hands before cooking
- Visit a clinic if you have diarrhea
- Take oral rehydration if you have diarrhea

Thematic story pages use metaphorical elements to weave all the content of the curriculum together. By strengthening the continuity of key messages and characters, the stories help connect people with purpose, spur intrinsic motivation, and engage with the program in meaningful ways.



This learning page presents the story of a self-mobilizing farmer, the main character in a diary that supports livelihood planning for subsistence farmers. Three farmers attend a technical training and only the farmer with the hat takes a loan, applies his learning, reaps a large harvest, pays back his loan and meets a goal of sending his child to school. Meanwhile the two lazy farmers wait for someone from outside their community (government, an NGO) to provide them with inputs.

Abstract concepts and sensitive topics can be covered in the diary in a way that exposes community norms, asks participants how their actions/choices compare to community norms, and engages participants in dialogue around these difficult topics.



This example asks participants to engage with the topic of marriage rights in two key ways:

1. Is anyone doing this in your community?
2. Can you see yourself exercising this right? Yes, maybe, no

The marriage rights are:

- Legally registering your marriage
- Choosing not to marry at a young age
- Divorce initiated by husband
- Divorce initiated by wife
- Marriage without dowry
- Use of legal arbitration for marriage disputes

## Bridges Literacy Gaps

Using pictures to ask questions engages participants in real life material without making literacy a prerequisite for being the expert on their own life. Pictorial diaries provide visual reminders of learned curriculum and progress made toward goals. The diaries allows for first-hand data collection, instead of struggling through language translations.

## Contextually Sensitive

Every Picture Impact diary is designed from field visits and collaboration with local staff and participants. Each diary is custom drawn by an artist to render people, scenes, items, and clothing that reflect a specific context. The diary owners are able to see themselves in the pictures, helping them become fully engaged with the material.

## Emphasis on Utility

The survey design is one component of a diary - learning elements and planning elements supplement survey pages. The diary is designed in an integrated way that provides useful information to the organization and also use to the participant. The diaries give participants access to their own data, planning and learning, in a written format that empowers change.

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## PICTURE IMPACT: AN INTEGRATED SYSTEM



The Picture Impact™ system is founded on the idea that the people who participate in a program should get as much out of tracking and analyzing their life as the organization's leadership and donors. Central to our methodology is a commitment to utility for each person involved.

Picture Impact™ is an integrated system that addresses program implementation and program evaluation together. At its core is a highly customized picture-based diary designed to be used by primary program beneficiaries. The content of the diaries is a careful mix of curriculum messages, gaming and incentivizing behavior change,

intermediate and monitoring outcomes, and impact questions.

Organizations have easy, respectful access to data from the diaries via side-by-side interviews using the TouchData mobile app. TouchData produces a highly accurate, quantitative and longitudinal data set ready for robust statistical analysis.

Customized training, coaching and workshops support organizations in maximizing the system to accelerate program outcomes, evolve and adapt programs, and discover and report their impact.

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