Making sense of the map: Strategies for Ripple Effect Mapping analysis for systems change evaluations

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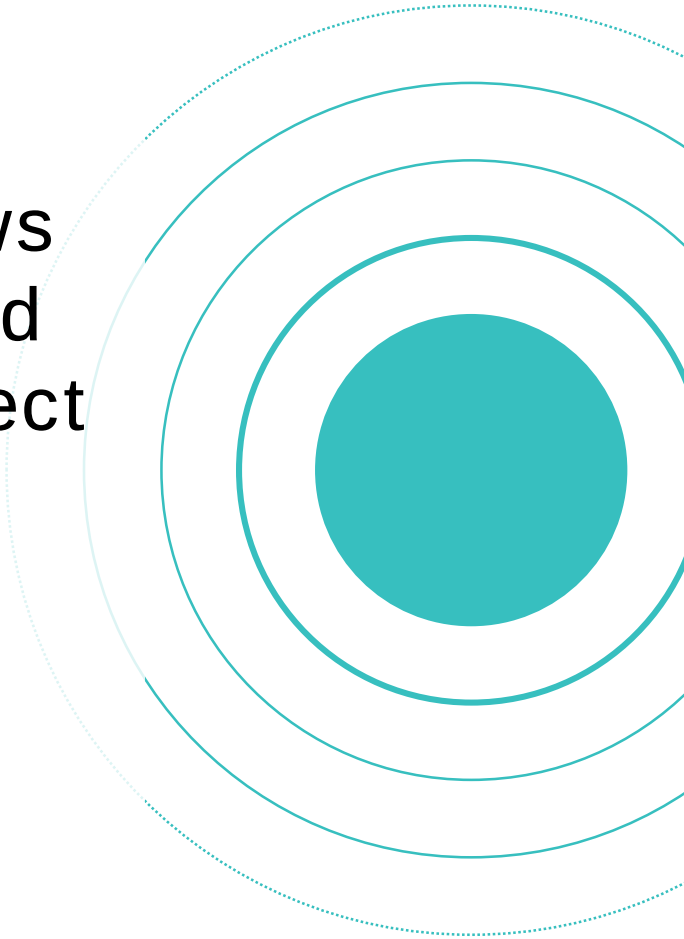
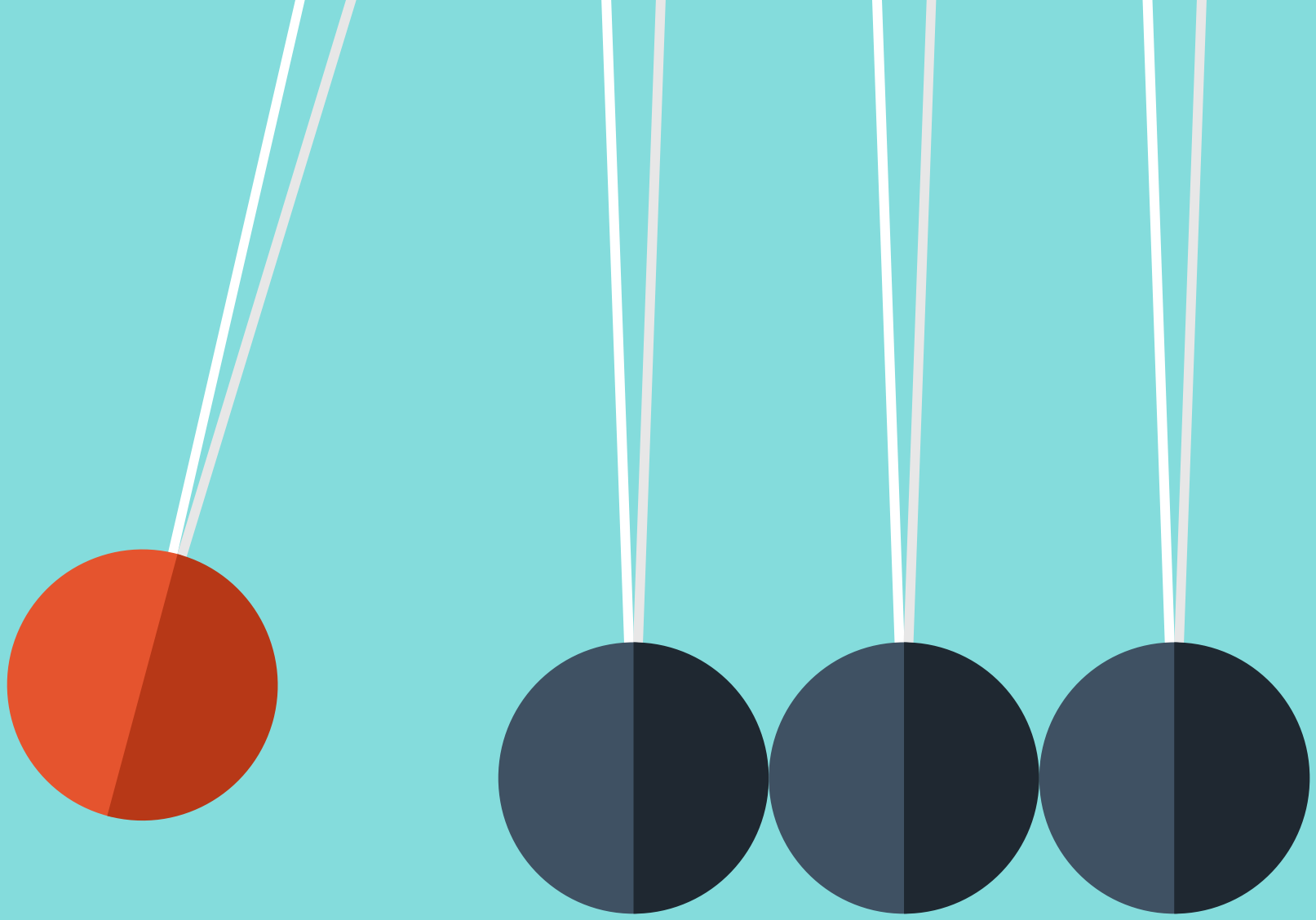
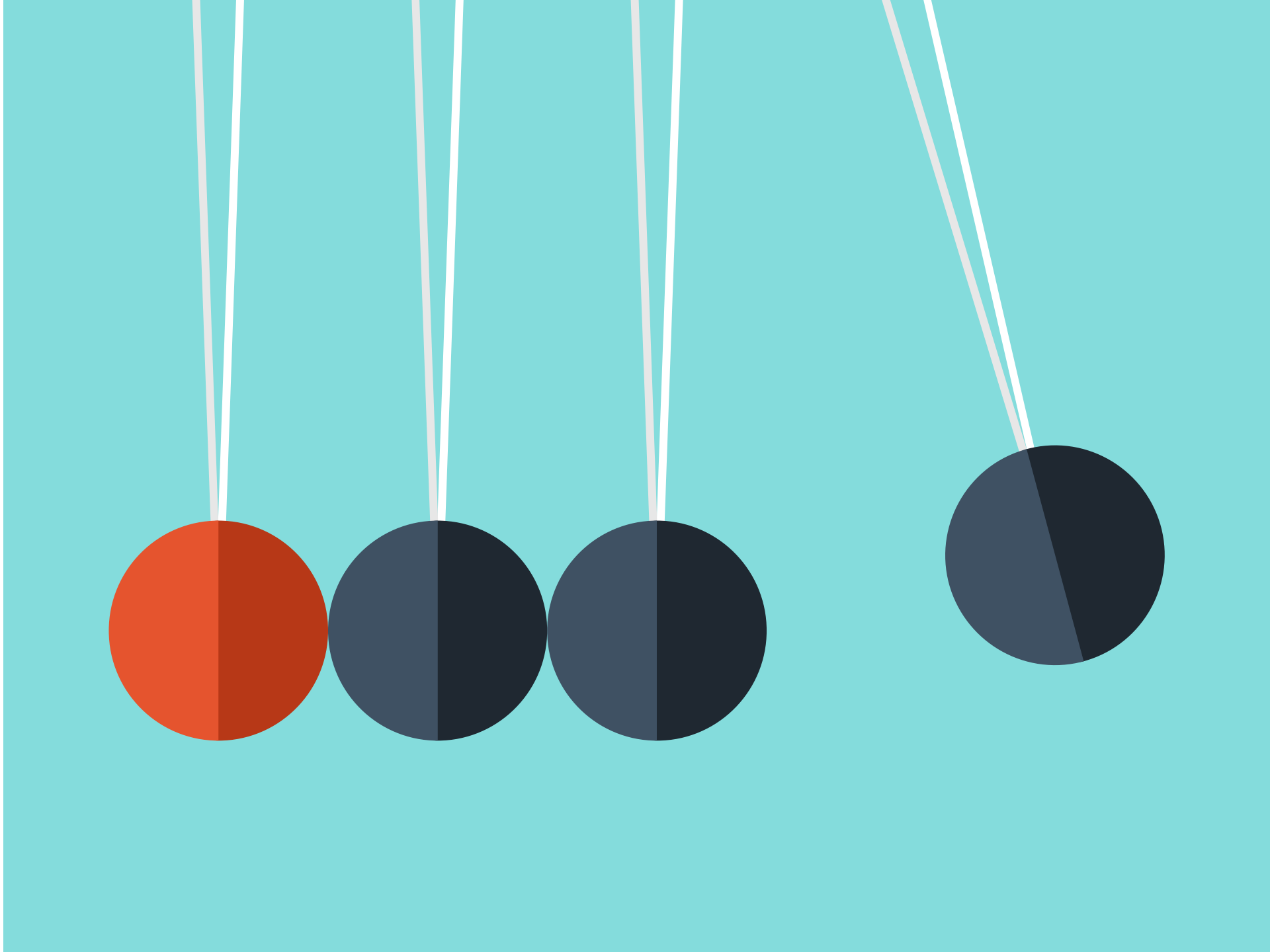
Purpose and Goals

ripple effect mapping

evaluation method that allows stakeholders to reflect on and map out the direct and indirect changes that resulted from their efforts







FIRST 5
San Joaquin

We wanted to learn …

- What are people doing **differently**?
- What **effect** has it had on attitudes, behaviors, knowledge, and action?
- **Who** did it impact?

Documenting Impact

Individuals

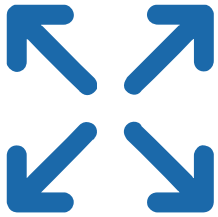
Organizations

Systems

Using REM helped us to:

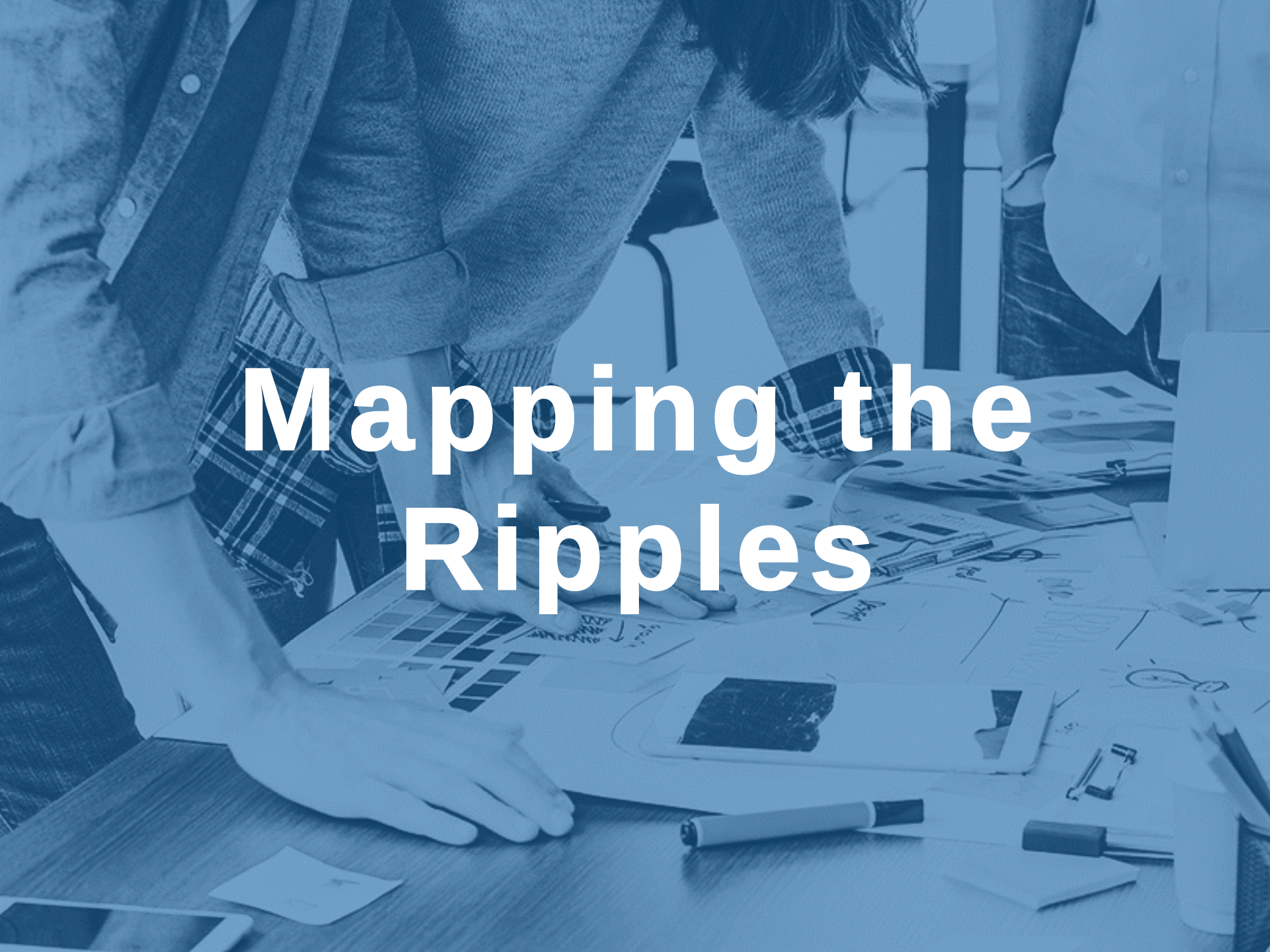
Bridge gaps

Engage providers



Expand the story

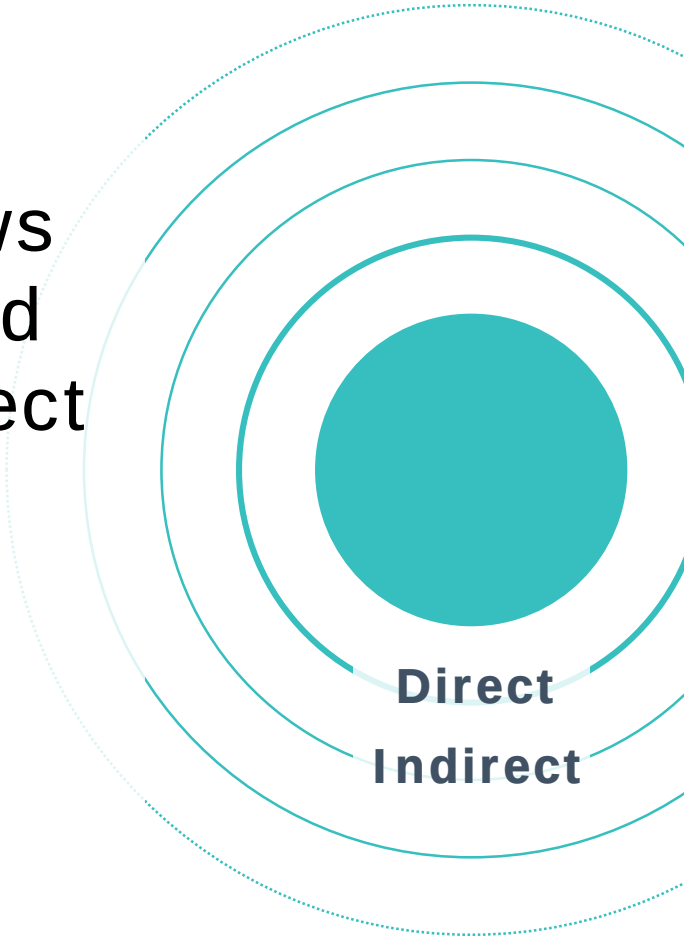
Understand systems change



Mapping the Ripples

Ripple Effect Mapping

evaluation method that allows stakeholders to reflect on and map out the direct and indirect changes that resulted from their efforts



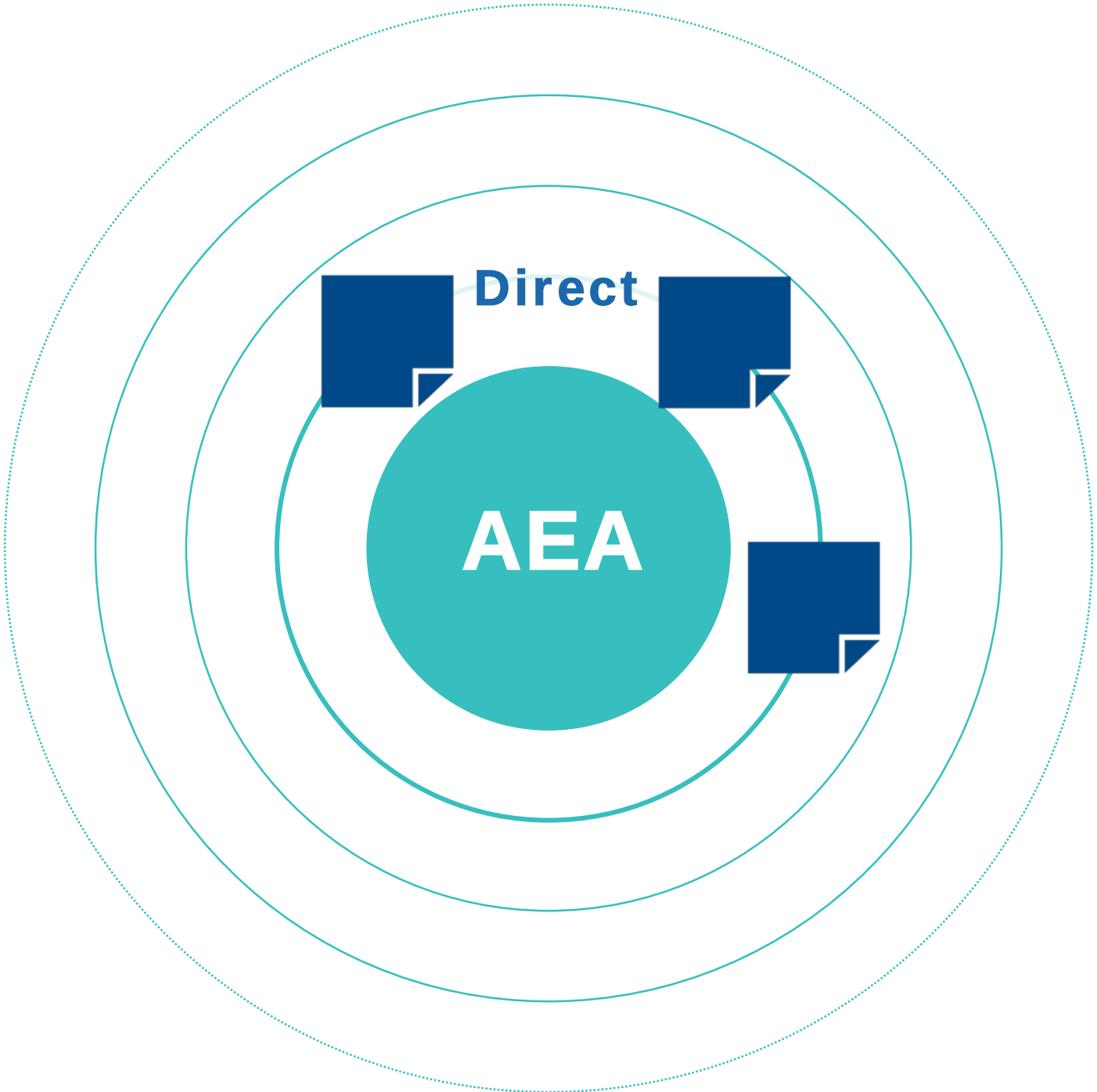
Steps for REM

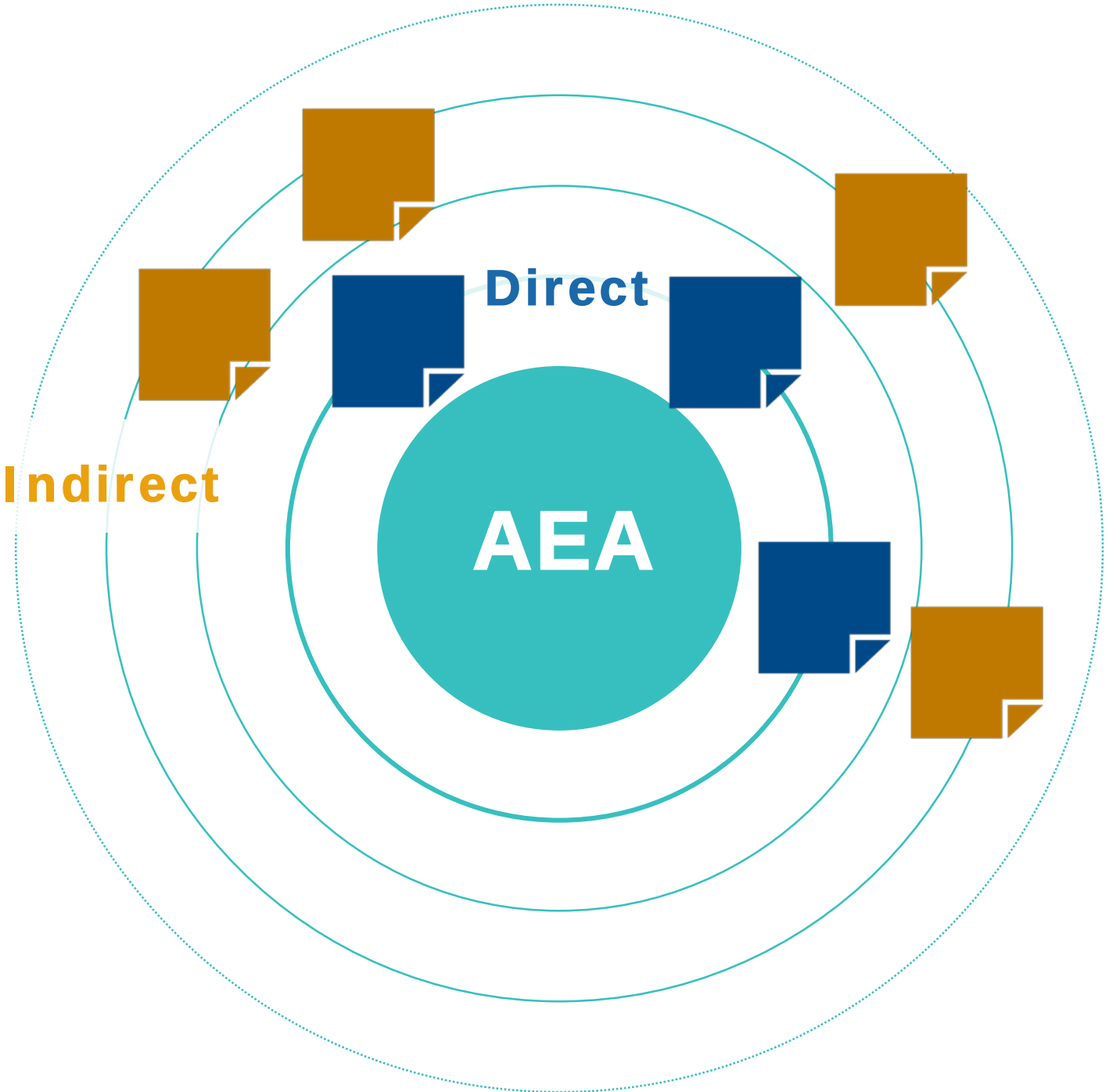
- Define your **categories**
- **Engage a group** in brainstorming impact
- **Capture ideas** on post-its
- Identify **direct** and **indirect** effects
- Create your **map**
- Discuss **relationships** between effects
- Consider what is **missing**

Individually **brainstorm the effects of AEA**. For example, how does AEA impact you? Your agency? Your clients?

(1 idea per post-it)

AEA


Direct
AEA


Direct
Indirect
AEA

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- **Who** did it impact?

Analysis and Interpretation

Analyzing the Data

- What is the **story**?
- How has AEA made an **impact**?
- What has been identified as a **direct or indirect** effect?

Interpreting the Data

- What **questions** do you have about the map?
- What **barriers** did you face when trying to analyze the data?
- Were there any **surprising** or unexpected findings?

Group
Conversation

Group Conversation

- **What was your experience with this process?**
- **How might you use REM in the future?**

Group Conversation

- What was your experience with this process?
- How might you use REM in the future?

Snowball Activity

What did you learn through this process that you hope to implement after you leave this room?

Wrap-Up

Key Takeaways

Ripple effect mapping…

- **Bridges gaps** in knowledge
- Engages **providers**
- Expands the **story**
- Maps **systems**

- Slides and handout posted to AEA workshop site

Questions

Thank You!