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German Sport University Cologne

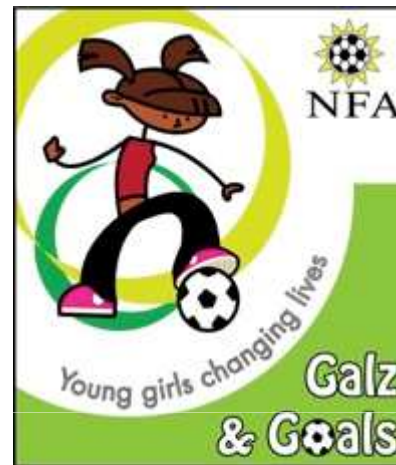
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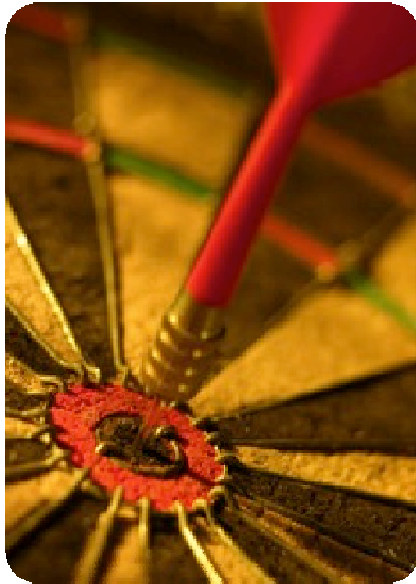
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QUALITATIVE MONITORING & EVALUATION



“Girls become strong, healthy, self-confident women who are skilled football players and active community citizens.”



❖ Exploration of **thoughts, feelings & experiences**

❖ Whether **goals** have been met

❖ **Effectiveness** of life skills education

❖ **Enhancement** of current M&E system



Why is a qualitative tool necessary?



Inductive logic

Participants'
point of view

In-depth
insight

Unbiased &
flexible

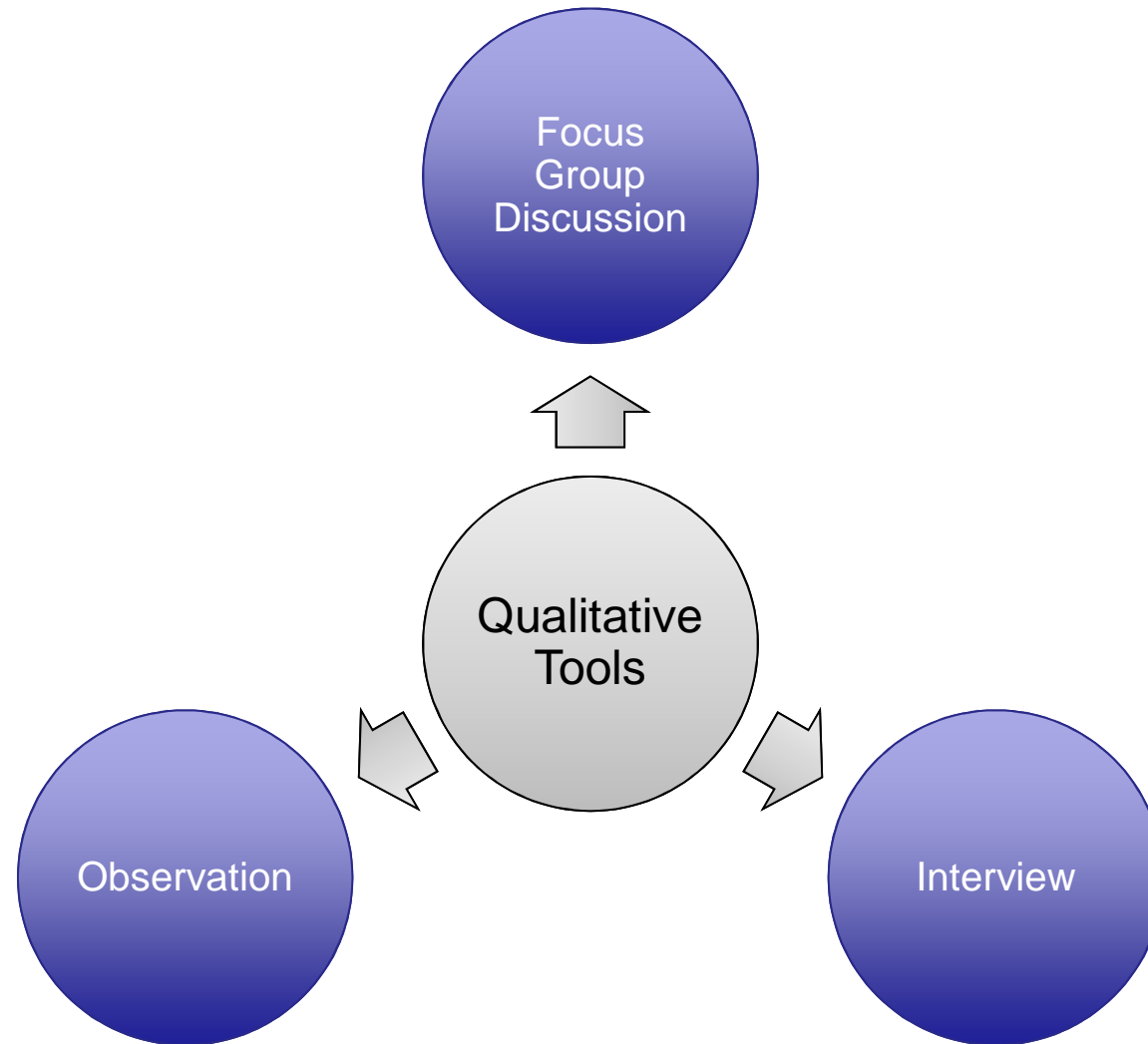
Communicatio
& physical
interaction



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QUALITATIVE TOOLS



Focus Group Discussion



What is it?

- ❖ Group interview (4 -12 people) to discuss a certain topic



- ❖ Acquire information about thought processes, feelings & experiences





What is it?

- ❖ Group interaction
- ❖ Moderator as a guide
- ❖ Integrate activities & games



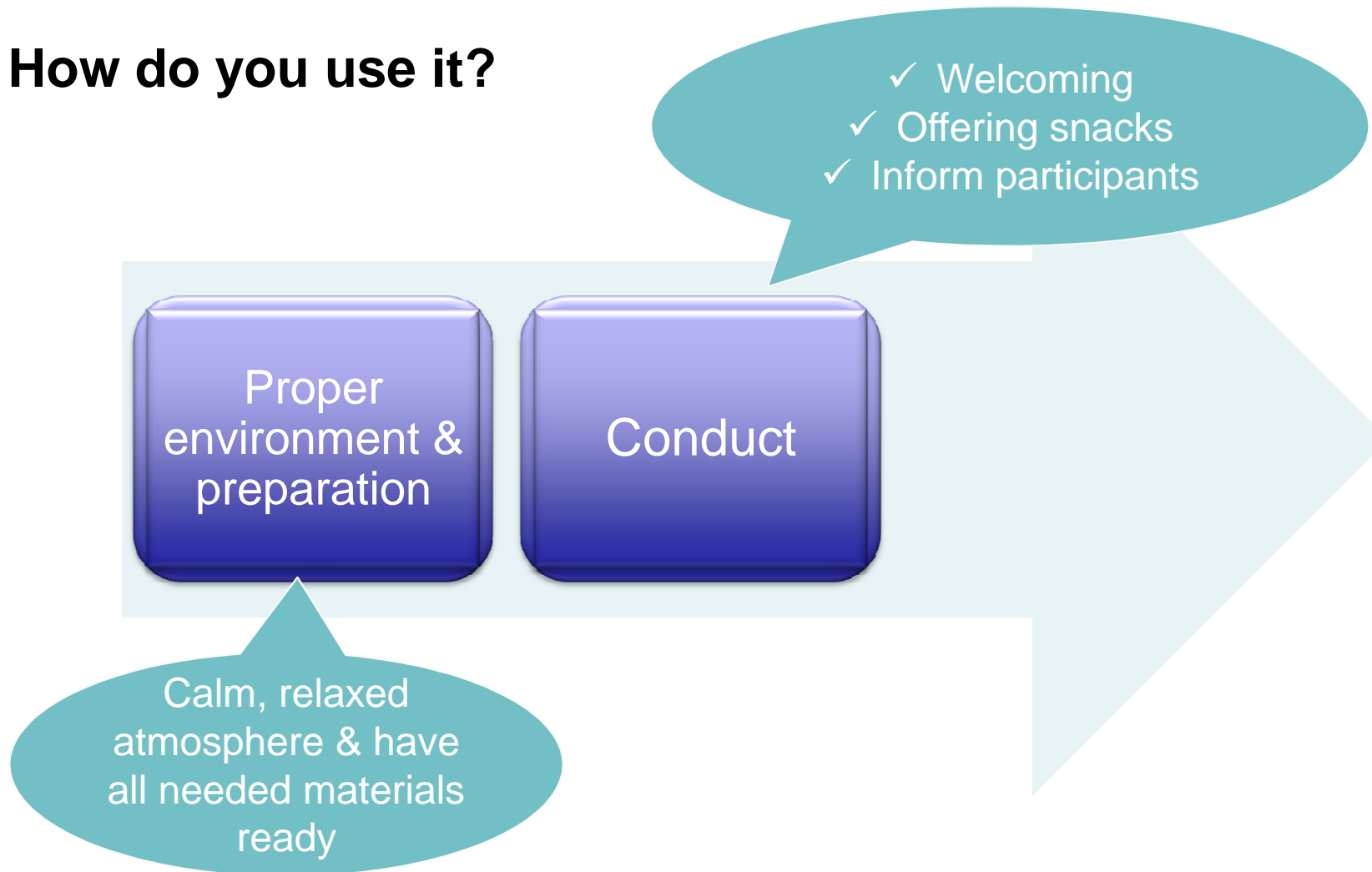


How do you use it?





How do you use it?





Content of a focus group discussion

Ice-breaker
games

Experiences
& Attitude

Knowledge

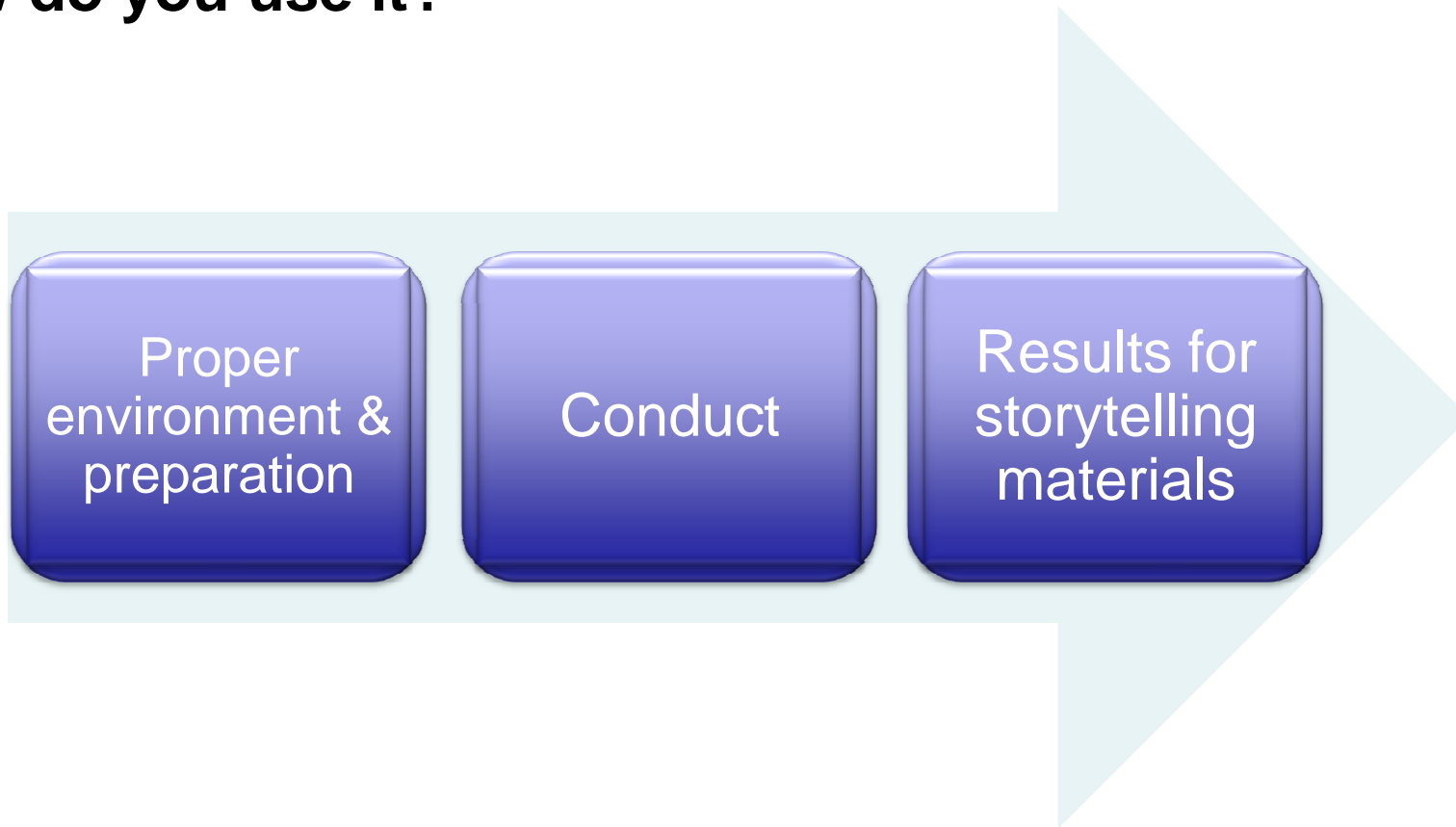
Application

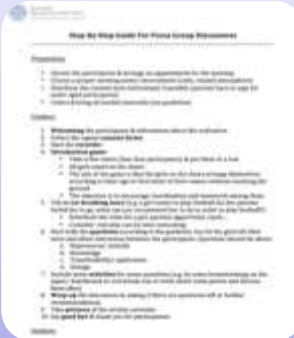
Change

Wrap-up



How do you use it?





Step-by-step guide



Focus group guideline

- Including all questions, games & materials



Implementation:

- ❖ Use collected activity sheets & cards as material
- ❖ 2-3 focus group discussions/ per year by regional coordinator
- ❖ NFA staff members do the analysis



Aim:

To get regularly information on the “change” caused by G&G and to make statements concerning the impact of the program on its participants.



Results from pre-test

General
Information

“I learned new skills and
had the opportunity to
go out of the country
(China).”

Experiences



Results from pre-test

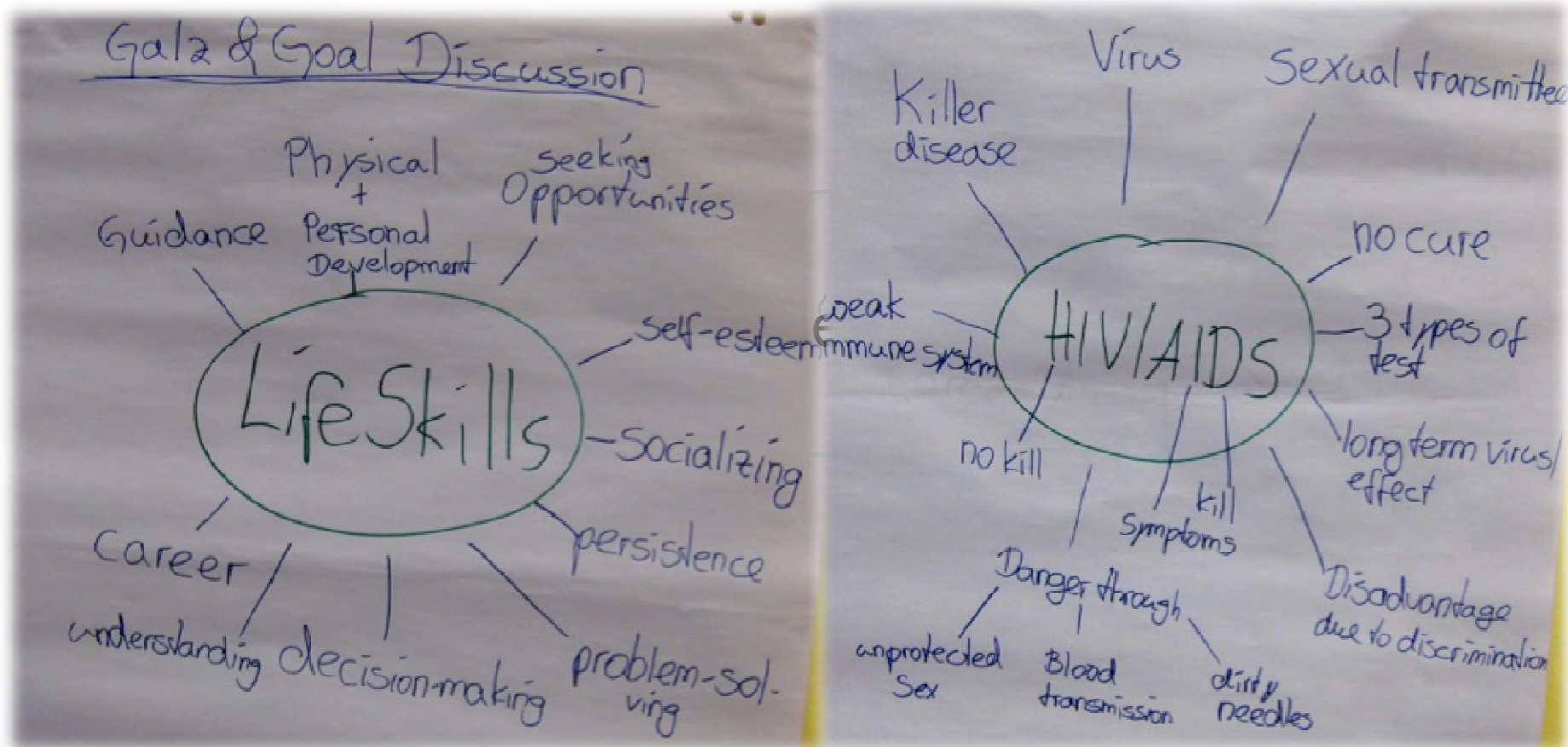
“I think I will **say no** because I know effects drugs have on my health. **Drugs are very dangerous** things whereby they also come in different shapes some you can chew and some you can smoke while other you can inject.”

Attitude

“The G&G programme teaches young girls about the **negative effects alcohol and drug abuse** has on their lifestyles. It guides young girls on how to **live a healthy and fit life**. This programme **brings many** girls from different regions **together** and they interact with each other.”



Results from pre-test





Results from pre-test

Transferability





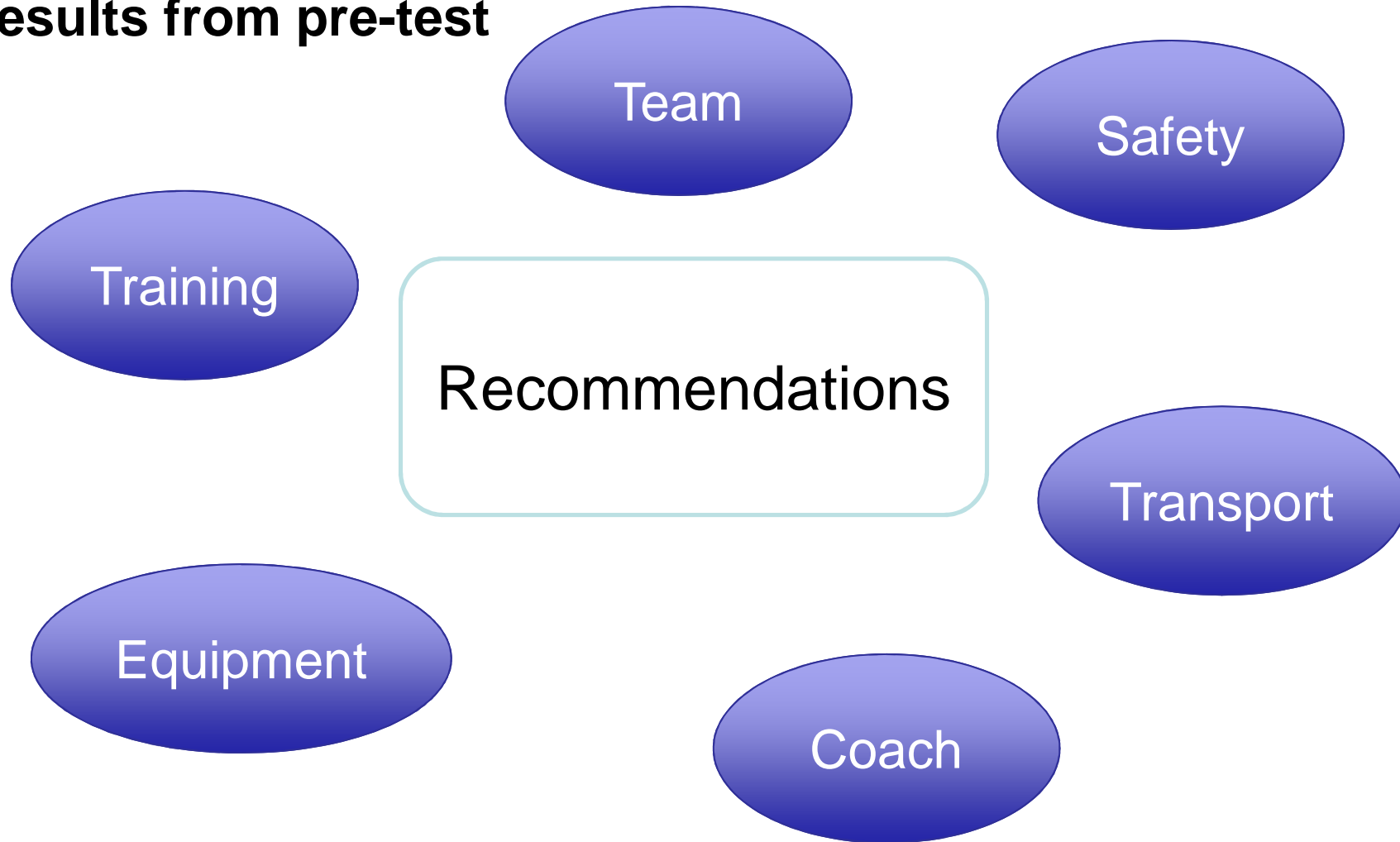
Results from pre-test

Most Important
Change

“Stay away from the
street and bad
influences!”



Results from pre-test





Discussion

Do you have any questions or recommendations?

What is your opinion due to your experiences with Galz & Goals?



Exercises



Let's do a focus group discussion!



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**THANK YOU VERY MUCH FOR
YOUR ATTENTION!**