

qualKit for Gender Equality and Social Inclusion and WASH

Wednesday, May 18, 2022 | 8:00 – 9:00 AM ET



USAID
FROM THE AMERICAN PEOPLE



PRO-WASH
Practices, Research and Operations
in Water, Sanitation and Hygiene

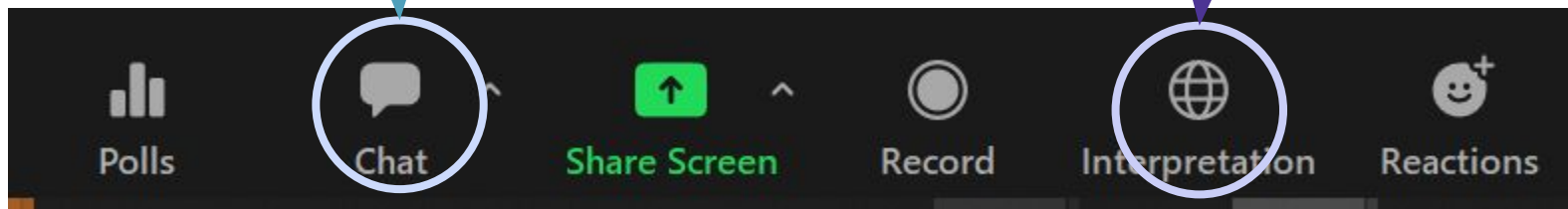
Co-organized by USAID's Associate Awards [GAYA](#) and [PRO-WASH](#).

BEFORE WE BEGIN...

Introduce yourself in the chat box and ask questions in the chat

Share your name and where you're calling from

Select a language
(English or French)



PRO-WASH

- Supports implementing partners to strengthen the quality of WASH and Integrated Water Resource Management interventions through capacity strengthening, knowledge-sharing and applied WASH research opportunities.



Funder: USAID/BHA

Duration: Five years
(2018-2023)

Implementer: Save the
Children

Learn More at <https://www.fsnnetwork.org/PRO-WASH>

Gender and Youth Activity (GAYA)

- GAYA works to improve the quality and impact of food security activities by addressing the **barriers and challenges** implementing partners face when **integrating gender and youth** within their activities
- Understanding and meeting the unique and **intersectional** needs of women and youth, and addressing the **root causes of the inequalities** that affect them, are essential to achieve **broad and equitable impacts** in food and nutrition security

Funder: USAID/BHA

Duration: Five years
(2021-2026)

Implementers: Mercy
Corps, Save the
Children

Learn More at FSNNetwork.org/GAYA

AGENDA

1. **Welcome**
2. **Presentation (15 minutes)**
3. **Breakout Rooms (20 minutes)**
4. **Questions and Responses**
5. **Survey, Closing and Next Steps**

Hello! My name is Jess MacArthur.

I am in the final months of my doctorate at the Institute for Sustainable Futures, University of Technology Sydney. My research focuses on innovative ways to explore and foster gender-transformative WASH in South and Southeast Asia.

I specialise in the use of qualitative methods and design thinking to impact program strategy and market systems.

Prior to starting my doctorate, I was a Director of Programs at iDE in Bangladesh where I focused on water, sanitation and hygiene; women's empowerment; and nutrition. I trained as a Chemical Engineer and hold a Masters in Science in Water Science, Policy and Development from the University of Oxford. I have worked in WASH and education projects across South Asia, sub-Saharan Africa, Central Asia and Southeast Asia.

profiles.uts.edu.au/Jessica.MacArthur
linkedin.com/Jess.MacArthur



qualKit was developed by the Institute for Sustainable Futures at the University of Technology Sydney through the Water for Women fund with the the *Australian Department of Foreign Affairs and Trade*.



Presentation

1. Introduce basic foundations of gender equality in the WASH sector (3 minutes)
2. Clarify foundations of qualitative research (3 minutes)
3. Discuss how GESI research can and should be transformative (3 minutes)
4. Provide recommendations to strengthen the research process (3 minutes)
5. Share the recently developed [qualKit](#)

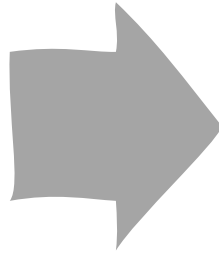
Gender-equality in the WASH sector



SUSTAINABLE DEVELOPMENT GOALS



Our work is guided by the Sustainable Development goals 5 (gender equality) and 6 (clean water and sanitation).



Often we think that improvements in gender equality can lead to better water, sanitation and hygiene (WASH) outcomes.



But, in gender transformative WASH, we turn this theory of change around. Improvements in WASH can lead to strengthened gender equality.



This creates a synergy between improvements in WASH and equality.



Such a theory is possible because women and girls are responsible for many of the roles in household WASH: collection, cooking, cleaning and childcare.

2



Secondly, women and girls have unique challenges related to WASH, such as menstruation and pregnancy.



Additionally the inclusion of women has shown to lead to more sustainable and effective programs. However we must be careful not to exploit women.

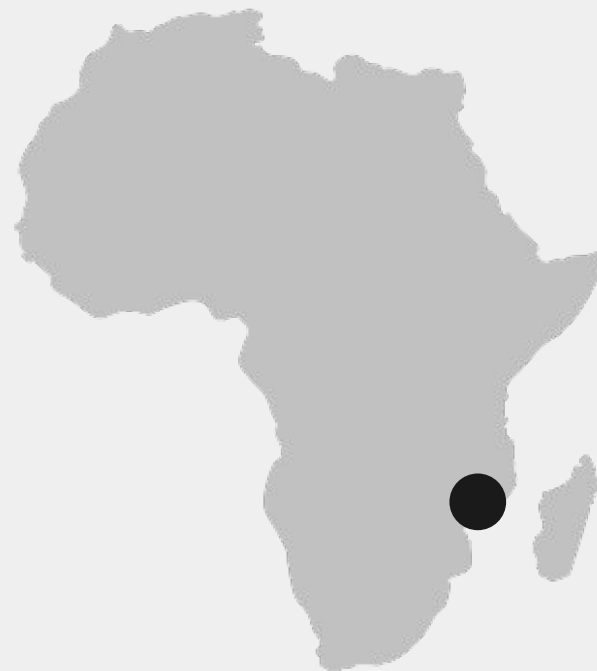
4



Lastly, and perhaps most importantly, there is moral obligation of WASH programmes to ensure that all people are supported.



I'd like to share two stories from the WASH sector.



In our first story in Mozambique, handpumps were installed in communities where people collected water from rivers and shallow wells.



The existing wells and river points were traditionally used and managed by women, and were important spaces for women's social interactions.



However, when the new handpumps were installed, they were often controlled by men, and women's social interactions during water collection became limited.



Our second story is from Bangladesh. Here a sanitation program aimed to increase access to improved latrines.



Yet, on a monitoring visit to the new shiny latrines, the team noticed that the latrines were installed in the front courtyards of houses.



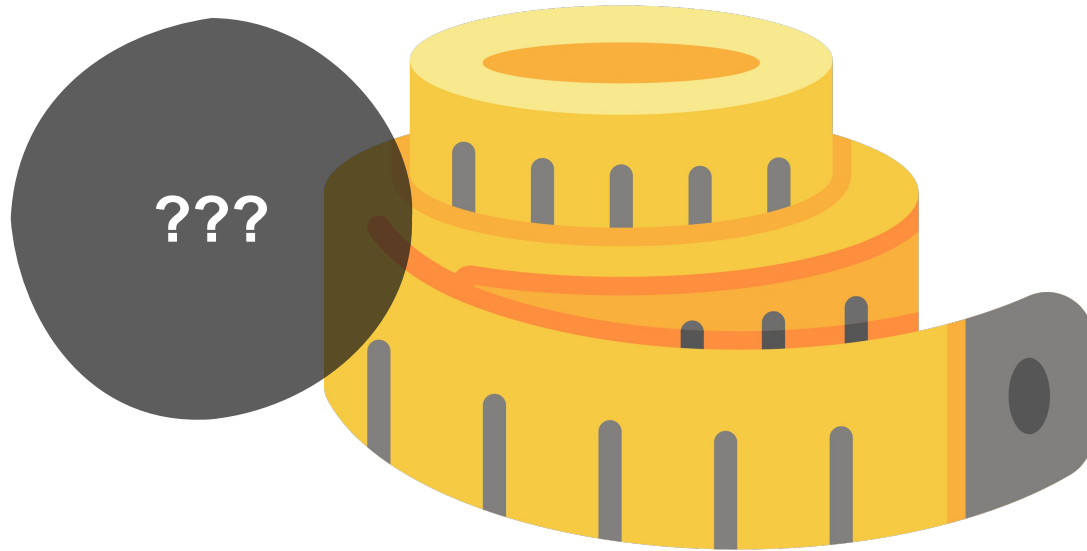
In some conservative areas of Bangladesh, women hold to a cultural practice that means they prefer to avoid having men see them entering the toilet.



This resulted in men being able to use the new and improved latrines, while women and girls had to continue using the unsafe latrines behind the house.



These stories represent missed opportunities to strengthen gender equality in communities through WASH programs, with negative unintended consequences.



When we think about WASH in this transformative way, we need tools to help us measure these more complex changes.

Foundations of qualitative research



Quantitative

"How many beans are there?"

Qualitative

"Why is it important to grow beans?"

Quantitative and qualitative research answer different types of questions.
You should select your approach based on the objective of your study.

Transformative

Respectful

Relevant

Right-sized

Rigorous

Reflexive

Effective qual research is respectful, relevant, right-sized and rigorous.
This can be best done by focusing on transformation and being reflexive.

**GESI research can and should
be transformative**



It is difficult to discuss complex topics such as gender equality with participants without creating awareness about gender equality.

Quantitative

Document
Record
Measure

Qualitative

Understand
Investigate
Explore

In quantitative research we aim to 'collect data' to measure the truth.
In qualitative research we aim to 'generate data' to explore the truth.



When we generate data, we often think about ensuring that we ‘do-no-harm’
However, we also have an opportunity to ‘do-more-good’.



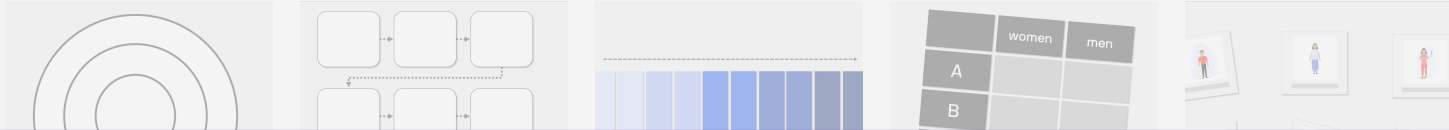
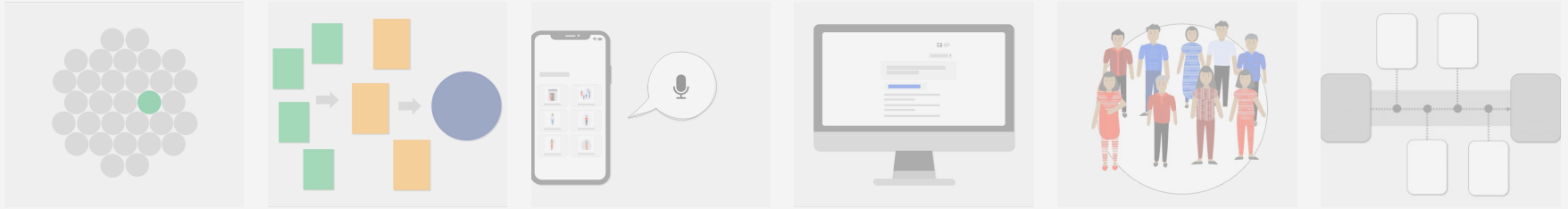
Transformative potential arising through *the process*

from the outcomes



A ‘do-more-good’ approach is called **transformative**, which aims to strengthen gender equality through the research process and from the outcomes.

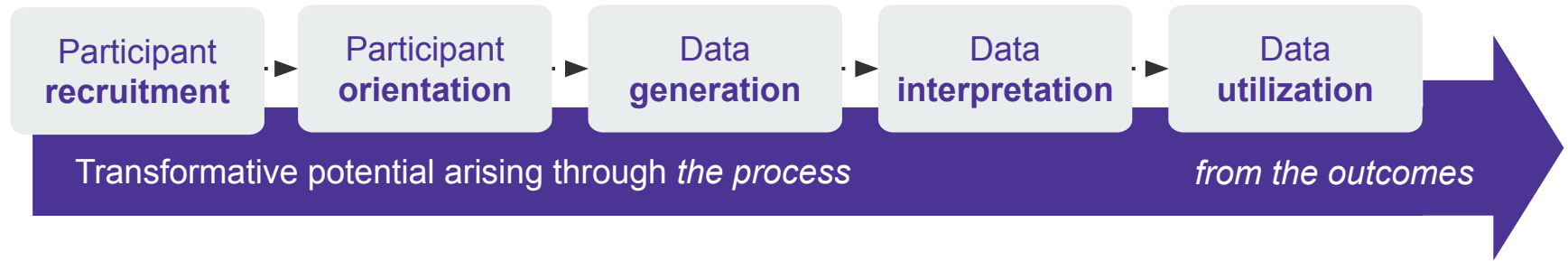
Recommendations to strengthen the research process



Transformative potential arising through *the process* *from the outcomes*



Ultimately, the qualKit tools are designed to be transformative; they foster gender equality both the process of using them and the outputs that come from them.




But we must think about being effective and inclusive within all five stages of the research process: recruitment, orientation, generation, interpretation and utilization.⁸

Introducing the qualKit



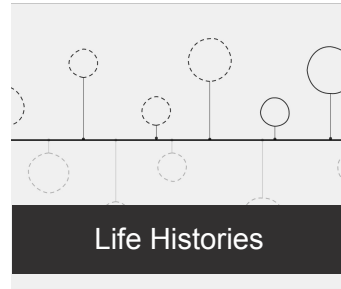
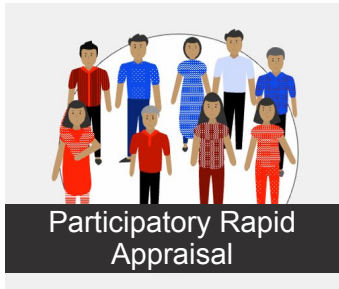
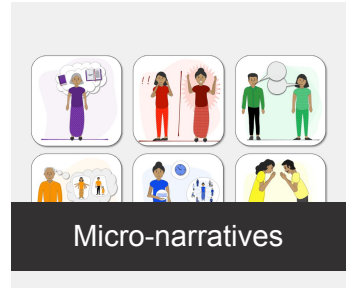
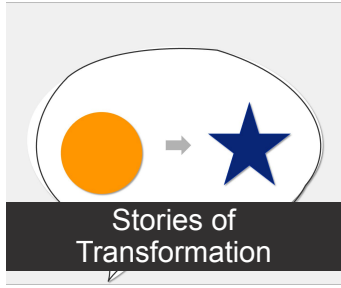
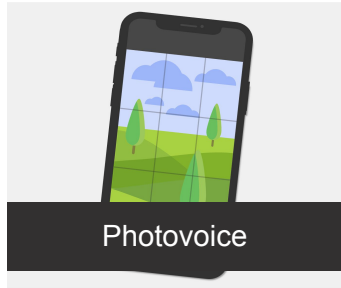


The quantitative *WASH-GEM* and the *qualkit* make up a toolbox to help explore these types of synergistic transformative changes.

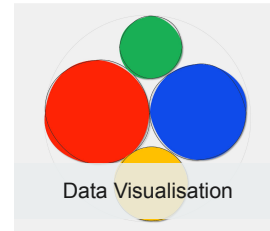
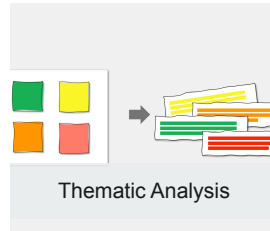
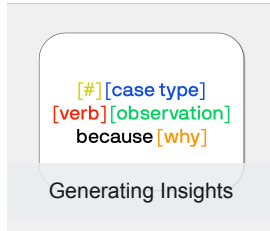
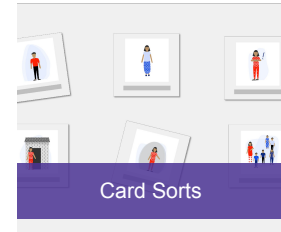
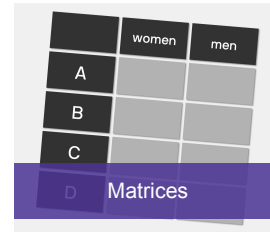
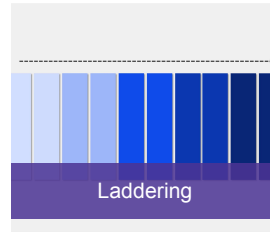
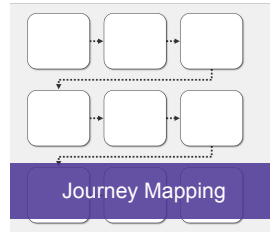
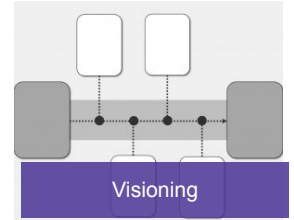
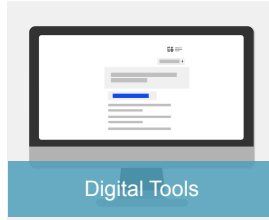
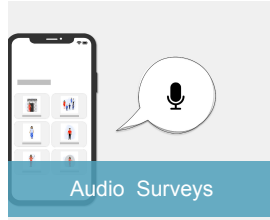
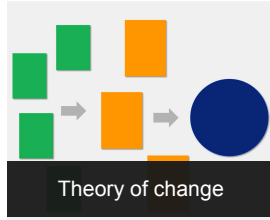


Exploring GESI Change qualKit

The qualKit tools have been curated and piloted through Australian Aid's Water for Women fund across Asia and the Pacific.



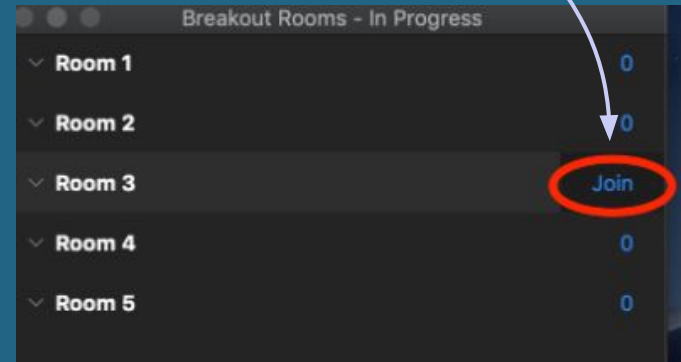
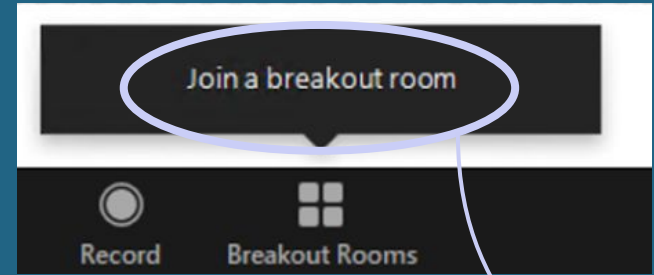
Focused on visual and storytelling modes of qualitative research, the qualkit contains nine approaches.

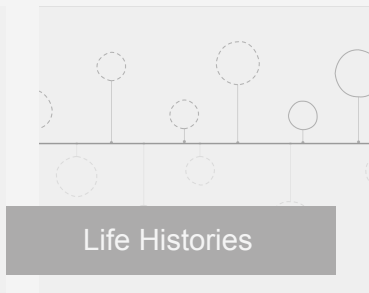
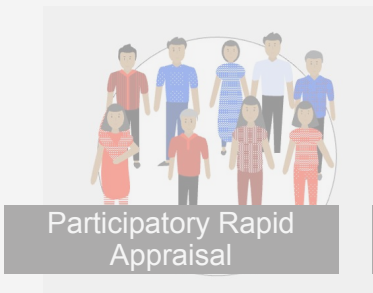
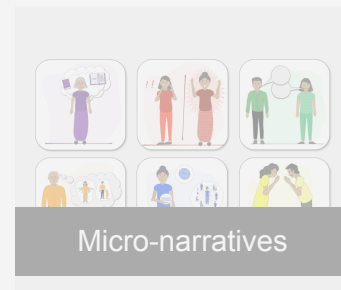
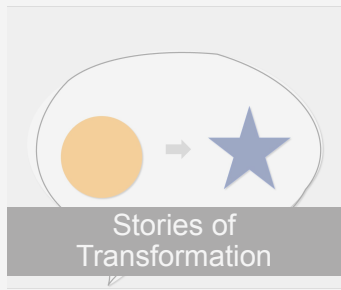
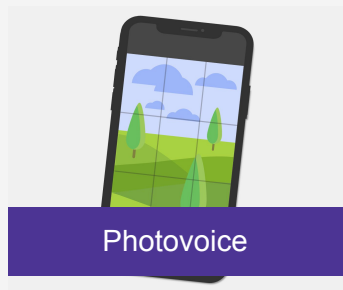


The qualkit also has 16 tools and techniques which can be used alongside the approaches. These include frameworks, activities and analysis techniques.

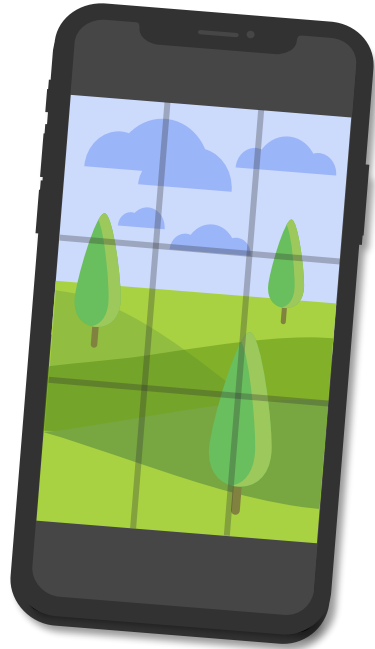
Group Work

1. QSort Breakout Room English
2. QSort Breakout Room French
3. Photovoice Breakout Room English
4. Photovoice Breakout Room French

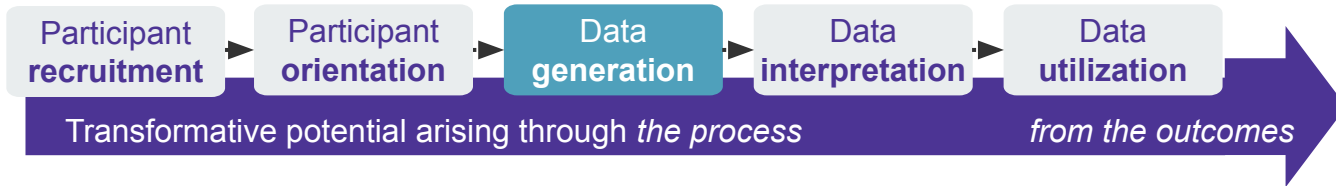
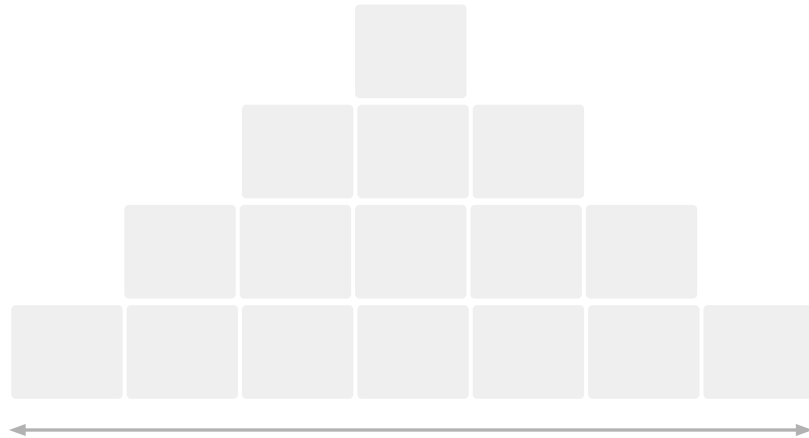
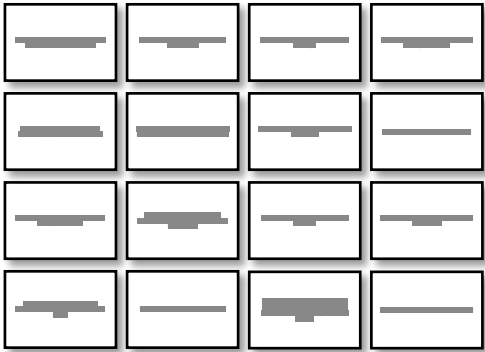




Let's focus on two of the tools for today's workshop: photovoice and Q-methodology.



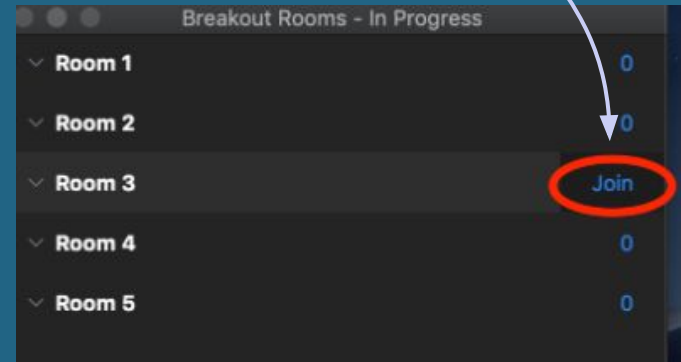
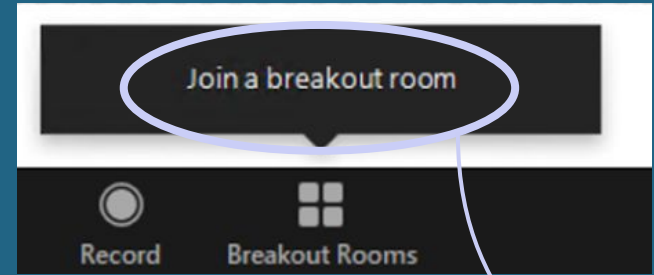
Photovoice is a participatory photography activity which empowers new voices to share their perspectives on program outcomes and impacts.



Q-methodology is a participatory activity where respondents sort cards with words (and images) into a pyramid shape to help clarify different attitudes or perspectives.

Group Work

1. QSort Breakout Room English
2. QSort Breakout Room French
3. Photovoice Breakout Room English
4. Photovoice Breakout Room French



Q-Sort



Steps

A part of the Q-methodology, this Q-sort helps to identify different perspectives about gender equality in WASH.

Today, we will give each person the chance to complete their own Q-sort in a google form. The facilitators will walk us through each step!

1. Take some time to **review each of the 12 cards** on the next page.
2. In the google form, begin by sorting the cards into two piles (disagree/agree).
3. **Arrange the cards into a pyramid shape.** Only one card can go in each grey square. The cards should be arranged on a horizontal spectrum of strongly disagree to strongly agree, similar to a likert scale. The vertical aspect has no significance.
4. **As we go, please feel free to ask questions and discuss in the chat box!**

<https://forms.gle/WgpEZutCq1htHaAAA>

The father is the one to have the final say on where water points are installed

Having women in WASH leadership positions is important

Better WASH in schools is important for girls education

Women do not need to know how the latrine works

Women are just as capable as men of earning an income from WASH

Nowadays men should participate in cleaning latrines

Men are also responsible for managing their children's handwashing

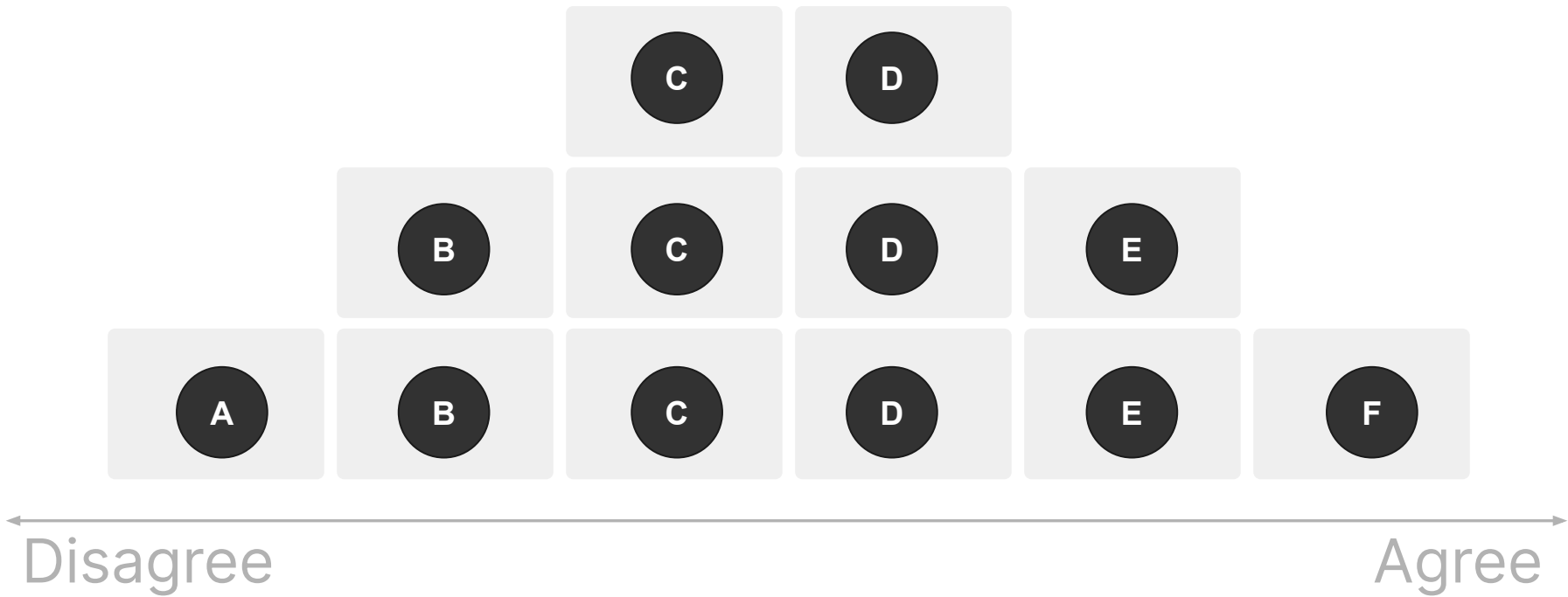
Men are better leaders of WASH committees than women

Boys do not need to understand menstruation

Water collection is a woman's role

Women should be the first to be taught how to use new technologies

Women should be involved in deciding where new latrines go in the home



Arrange the cards into a pyramid shape.

Only one card can go in each grey square.

		The father is the one to have the final say on where water points are installed.	Having women in WASH leadership positions is important	Better WASH in schools is important for girls education	Women do not need to know how the latrine works	Women are just as capable as men of earning an income from WASH
Nowadays men should participate in cleaning latrines	Men are also responsible for managing their children's handwashing	Men are better leaders of WASH committees than women	Boys do not need to understand menstruation	Water collection is a woman's role	Women should be the first to be taught how to use new technologies	Women should be involved in deciding where new latrines go in the home.

<https://forms.gle/WgpEZutCq1htHaAAA>

Disagree

Agree

Photovoice





Steps

This photo interpretation process helps to create meaning by bringing together an image and text.

Today, we will give each person the chance to complete photovoice interpretation in a google form. The facilitators will walk us through each step!

1. Take some time to **select one of the images**.
2. **Create a title and extended caption for the image** by answering each of the six prompts.

<https://forms.gle/FUZDcjmraoiu4npy9>



<https://forms.gle/FUZDcjmraoiu4npy9>

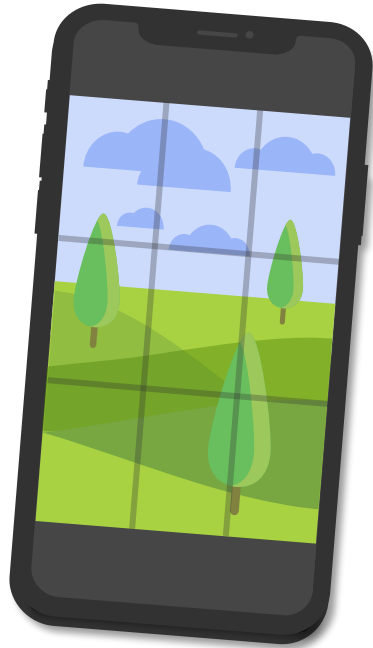
Facilitator - paste selected photograph here.

We will now together create a **title and extended caption for the photograph** by answering each of these six prompts.

1	Why did you choose this particular photograph? <i>1-2 sentences.</i>	We chose this photograph because...
2	Who is this photograph representing? <i>1-2 sentences. Include intersectional aspects.</i>	This photograph is representing...
3	How does this photograph make you feel? <i>1-2 sentences.</i>	This photograph makes us...because...
4	Why do you think this photograph is important to gender equality and/or social inclusion? <i>1-2 sentences.</i>	This photograph is important to GESI because....
5	Please create a title for the photograph. <i>5-10 words.</i>	
6	Please create caption for this photograph. What do you think this photograph representing? What's happened? Why? Where? When? Who was involved? How did it end? <i>3 sentences.</i>	

<https://forms.gle/FUZDcjmraoiu4npy9>

Back from Group Work



Photovoice can be conducted remotely and digitally. It can be done in a single day or spread out over several months. The qualKit includes detailed training for teams.

A toilet under the rain

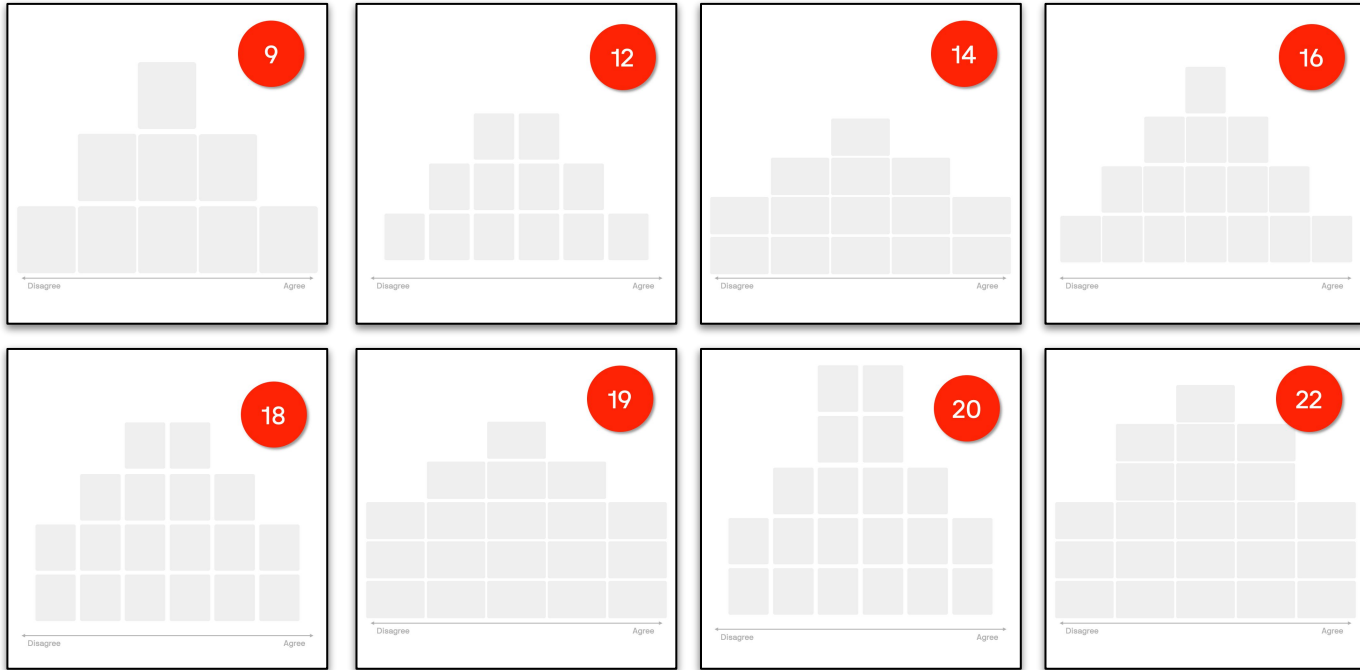
Last October I travelled to Oddar
Meanchey Province



Often the most abstract photos can be the most valuable
in understanding gender equality outcomes.



Q-sorts can also be conducted remotely and digitally, in groups or by individuals. They can also be used to rank different aspects by importance or significance.



Cards should be selected purposefully and matched with the number of spaces. Online analysis tools can create ‘personas’ based on the variations in responses.

Q&A

Interested in support on qualitative research related to GESI and WASH?

RFSA partners over the next 4-6 months.

<https://forms.gle/Pbmq9n6RtG18jgaC8>

Thank you!

prowash@savechildren.org

This presentation is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents and do not necessarily reflect the views of USAID or the United States Government.



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PRO-WASH
Practices, Research and Operations
in Water, Sanitation and Hygiene

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Extra Slides

Differences in quality and rigour

Quantitative and qualitative methods

QUANT
Scientific

Validity

Reliability

Objectivity

Generalizability

QUAL
Trustworthy

Credibility

Dependability

Confirmability

Transferability

+ Reflexivity

Maintaining confidence in qualitative data

Techniques to support quality

Design

- Use multiple methods and/or sources
- Closely consider sample choices
- Team-based instrument development
- Pre-test instruments
- Keep a team reflexivity journal
- Create an audit trail

Generation

- Training of field team, including piloting with feedback processes
- Monitor data during collection
- Check and validate data with participants
- Audio record responses
- Interview with probes and open ended questions

Interpretation

- Transcribe data with a protocol and clear, documented strategy
- Develop and use a precise codebook and multiple coders
- External or peer review of coding and summary
- Triangulate or compare with other data sources and literature
- Support themes and interpretations with quotes
- Report transparently and articulate limitations

Four applications of qualitative assessments

Measuring change in programs

Retrospective



Comparative

Longitudinal



Before and After



Six guiding principles: qualitative program assessments

Transformative	Inspires positive change for participants and researchers through the process of the research.
	Inspires positive change for programs and organisations from the outcomes of the research
Respectful	Protects human and legal rights and maintains the dignity of participants and stakeholders.
	Proactively involves a diversity of participants and prioritises their satisfaction with the research process.
Relevant	Generates and disseminates rich and useable insights.
	Suitable for the cultural, geographic, and situational context.
Right-Sized	Adopts relevant, simple, and convenient tools and techniques.
	Effectively and efficiently leverages time, money, and skillsets.
Rigorous	Employs a systematic approach to sampling, collection, analysis, and interpretation.
	Ensures well-founded, plausible, and justified insights, supported, and refined by existing evidence.
Reflexive	Engages openly about assumptions and other complementary and conflicting perspectives.
	Remains aware and honest about dynamics of power between the participants, researchers, and the broader stakeholders.

MacArthur J, Abdel Sattar R, Carrard N, et al. (2022) Six principles to strengthen qualitative assessments in development interventions. *Development in Practice*. Routledge. DOI: 10.1080/09614524.2022.2065245.