

STANDARD SECTOR INDICATOR CODE: ENV-024	Public Relations Programs: Number of new or improved protected area public relations programs implemented with the assistance of the Volunteer/partner, focused on either enhancing the value of the protected area to the community or decreasing the number of incursions into the protected area. (ENV-024)	
ENVIRONMENT SECTOR	Sector Schematic Alignment <ul style="list-style-type: none"> • Project Area: Natural Resource Planning and Management • Project Activity Area/Training Package: Protected Area Management 	
Type: Outcome	Unit of Measure: Public Relations Programs	Disaggregation: None

Definitions:

Examples of public relations programs include, but are not limited to:

- Developing appropriate sustainable resource use policies, with local leaders and stakeholders, that both protect natural resources and benefit local communities;
- Assisting with small scale, sustainable agricultural enterprises, especially those that can reduce non-sustainable exploitation of resources within the protected area, such as planting trees and establishing fuelwood community woodlots;
- Assisting with developing small-scale community enterprises, such as making artisanal crafts and carrying out performances based on cultural heritage, that focus on visitors to the protected area;
- Working with schools doing such activities as helping develop lessons and curricula, guest teaching, developing after-school programs and camps, training teachers, and offering guided walks for students and school personnel;
- Speaking at public gatherings and meetings of local organizations;
- Sponsoring special community events;
- Setting up exhibits and informational kiosks in the community;
- Setting up Web sites

What would “count” are comprehensive services, not individual items. For instance, if a cultural heritage performance is developed and performed daily at a visitors center in a protected area, the development of the cultural heritage performance counts as one program, not a single program for each day

Partner/s—refers to the local counterpart who is co-facilitating implementation of new or improved protected area public relations programs with the Volunteer

Rationale: An increase in the number of new and improved public relations programs should lead to a decrease of incursions into protected areas that conflict with management goals and an increase in benefits flowing from the protected areas to communities living in close proximity.

Measurement Notes:

1. **Sample Tools and/or Possible Methods (for Peace Corps staff use):** Volunteers should use data collection tools to measure progress against project indicators. A data collection tool to measure this indicator could be based on one of the following methods—survey, secondary data review of records, observation, or interview—though there may be other data collection methods that are appropriate as well. For more information on the suggested methods, please see [Appendix I in the MRE Toolkit](#). Also be sure to check the intranet page as sample

tools are regularly uploaded for post use. Once a tool has been developed, post staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use.

2. General Data Collection for Volunteer Activities: All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see “Frequency of Measurement”).

3. Activity-Level Baseline Data Collection: Activity-level baseline data should be collected by Volunteers/partners before or at the start of their activities involving public relations programs. It provides a basis for planning and/or assessing subsequent progress or impact with these same activities. Volunteers should take a baseline measurement regarding the outcome(s) defined in this indicator (i.e. determine whether or not a community in question had public relations programs in place before working with the Volunteer) early in their work focused on implementing new public relation activities. The information for the baseline measurement will be the same or very similar to the information that will be collected in the follow-on measurement (see section 4) after the Volunteer has conducted his/her activities and it is usually collected using the same data collection tool to allow for easy management of the data over time.

Because Volunteers are expected to implement relevant and focused activities that will promote specific changes within a target population (see the “unit of measure” above), taking a baseline measurement helps Volunteers to develop a more realistic snapshot of where communities or individuals of the protected areas are in their process of change (i.e. development or implementation of new or improved protected area public relations programs) instead of assuming that they are starting at “0.” It also sets up Volunteers to be able to see in concrete terms what influence their work is having on the individuals they work with during their service. Please note that data collection is a sensitive process and so Volunteers will not want to take a baseline measurement until they have been able to do some relationship and trust-building with the person/people the Volunteer is working with, and developed an understanding of cultural norms and gender dynamics.

4. Frequency of Measurement: For reporting accurately on this outcome indicator, Volunteers must take a minimum of two measurements with communities or individuals of the protected areas of the target population reached with their activities. After taking the baseline measurement (described above), Volunteers should take at least one follow-on measurement with the same community(s), typically after completing one or more activities focused on achieving the outcome in this indicator and once they have determined that the timing is appropriate to expect that the outcome has been achieved. Please note that successful documentation of a behavior change or new practice may not be immediately apparent following the completion of activities and may need to be planned for at a later time. Once Volunteers have measured that at least one public relations program has been achieved for the indicator, they should report on it in their next VRF.

Volunteers may determine to take more than one baseline and one follow-on measurement with the same community (or group of communities) for the following valid reasons:

- a. Volunteers may want to measure whether or not any additional communities initially reached with activities have now achieved the outcome in the indicator, particularly for any activities that are on-going in nature (no clear end date);
- b. Volunteers may want to enhance their own learning and the implementation of their activities by using

the data collected as an effective monitoring tool and feedback mechanism for the need to improve or increase their activities;

- c. A Peace Corps project in a particular country may choose to increase the frequency of measurement of the indicator and Volunteers assigned to that project will be required to follow in-country guidance.

In all cases, any additional data collection above the minimum expectation should be based on the time, resources, accessibility to the target population, and the value to be gained versus the burden of collecting the data.

Following any additional measurements taken, Volunteers should report on any new communities achieving the outcome in their next VRF.

5. Definition of Change: The minimum change to report against this indicator is that a new public relations program was implemented for a protected area, as compared to what was measured initially at baseline. In the case of this indicator, if the community the Volunteer/partner works with already sets up informational kiosks in the protected area, then the Volunteer would not be able to count it for this activity because the Volunteer's work did not actually lead to the desired change. However, if as a result of working with the Volunteer/partner, the community set up a website to inform the public so the value of the protected area to the community is enhanced or to decrease the number of incursions into the protected area, that would count because the Volunteer's work influenced the creation of that program.

6. General Reporting in the VRF: For this indicator, Volunteers will only report one number in the "total number" section of the VRF; the total number of public relations programs implemented.

7. Reporting on Disaggregated Data in the VRF: There are no disaggregation requirements for this indicator. The Volunteer must only count the total number of public relations programs now implemented.

Data Quality Assessments (DQA): DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE Toolkit.

Alignment with Summary Indicator: ENV. IMPROVED NAT. RES. MGMT PRACTICES