

AWARENESS OF PROTECTION SERVICES

Output indicator

Indicator Phrasing

English: % of target group members aware of the available protection services or the organization's referral mechanism

French: % de membres du groupe cible au courant des services de protection disponibles ou du mécanisme de référencement de l'organisation

Portuguese: % dos membros do grupo-alvo cientes dos serviços de proteção ou do mecanismo de referência da organização disponibilizados

Czech: % členů cílové skupiny, kteří vědí o dostupných "protection" službách anebo systému pro jejich získání

What is its purpose?

The indicator assesses the proportion of the target group members aware of the promoted protection services or of an organization's referral mechanism that can help them access these services. The services can be provided by your agency as well as by other service providers. The data helps you understand the need for promotion activities. Later it helps you evaluate their effectiveness.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

1) **Define all the protection services** that are promoted by the intervention among the target group members (i.e. list only those services that are relevant to the needs of the given target group). These can include, for example, the following services for children:

- psychosocial support for children who experienced violence or trauma
- family reunification services for unaccompanied and separated children
- Child-Friendly Spaces where children can spend their free time

2) **Decide how many / which relevant protection services a target group member should know about** (as a minimum) to be considered as "aware of the available protection services". For example, at least 3 out of 5 key services. Be realistic – it is not likely that people would know about all the offered services, so avoid using an unrealistically high target.

3) **Conduct interviews** with a [representative sample](#) of the target group members, assessing whether they are aware of the promoted services (ask separately about each of the services). Examples of survey questions include:

Q1: *Do you know or have you heard of anyone who is [specify what the service is doing – e.g. providing assistance to women who need help with getting their identity documents]?*

A1: yes / no

If the answer is YES, ask one or more questions that will verify whether the person is really aware of the service (or a referral mechanism that can lead her/him to the service) and does not just claim to be aware – for example, asking what the service is for, where it is provided, who provides it, etc. The main purpose of this question is to verify that the respondent is really aware of the service – not whether s/he knows all the details about the service.

4) **Count the number of respondents who knew about the minimum number of services** (see point 2) – i.e. those who can be considered as “aware of the available protection services”.

5) To **calculate the indicator’s value**, divide the number of target group members that are aware of the available protection services by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data by age group, gender and other criteria.

Important Comments

1) **Use this indicator only if your organization is capable of acting upon the data** – for example, if the data shows that the target population is not aware of many protection services, your organization should ensure that this gap is addressed.

2) **Consider also reporting on** 1) the average number of services the target group members were aware of; and 2) the proportion of the target group members aware of the individual service.

3) Consider also assessing whether the respondent is **aware of how to access each of the promoted services**. However, this is additional information – it should not be reflected in the calculation of the indicator’s value, but it can be helpful for identifying where the main gaps are.

If your objective is to actually ensure that the target group members know how to access the services, then you can rephrase the indicator to “% of target group members aware of the available protection services and how to access them”.

4) In some contexts, the enumerators might need to ask about people’s awareness of more sensitive services, such as support to people affected by domestic violence. Talking about such topics is

sensitive and poses risks to the respondent as well as to the enumerator. In such a context, at a very minimum, **adopt the following measures:**

- read and apply the Ethical and Safety Guidelines for Implementing the DHS Domestic Violence Module (see attached below)
- ensure that the enumerators are familiar with and carry with them the Constant Companion listing 1) the main DOs and DON'Ts and 2) contacts for relevant service providers that can provide support to people who experienced violence (see the bottom of this site)
- ensure that all enumerators were trained in the principles of gender-sensitive interviewing and are not from the same communities as the interviewees
- ensure that teams are gender balanced and that, whenever possible, women/girls are interviewed by female enumerators
- instruct the enumerators to ensure that the interviews are conducted in a place where no one else can hear or observe the respondent (if the enumerators cannot ensure complete privacy, they should skip this part and move to less sensitive parts of the questionnaire)
- instruct the enumerators to reassure the respondent about the confidentiality of their answers
- train the enumerators to quickly switch the topic if during the interview someone comes near the respondent
- train the enumerators in how to close the topic and move to the next part of the survey in a sensitive manner
- ensure that there is emotional support available to the enumerators