



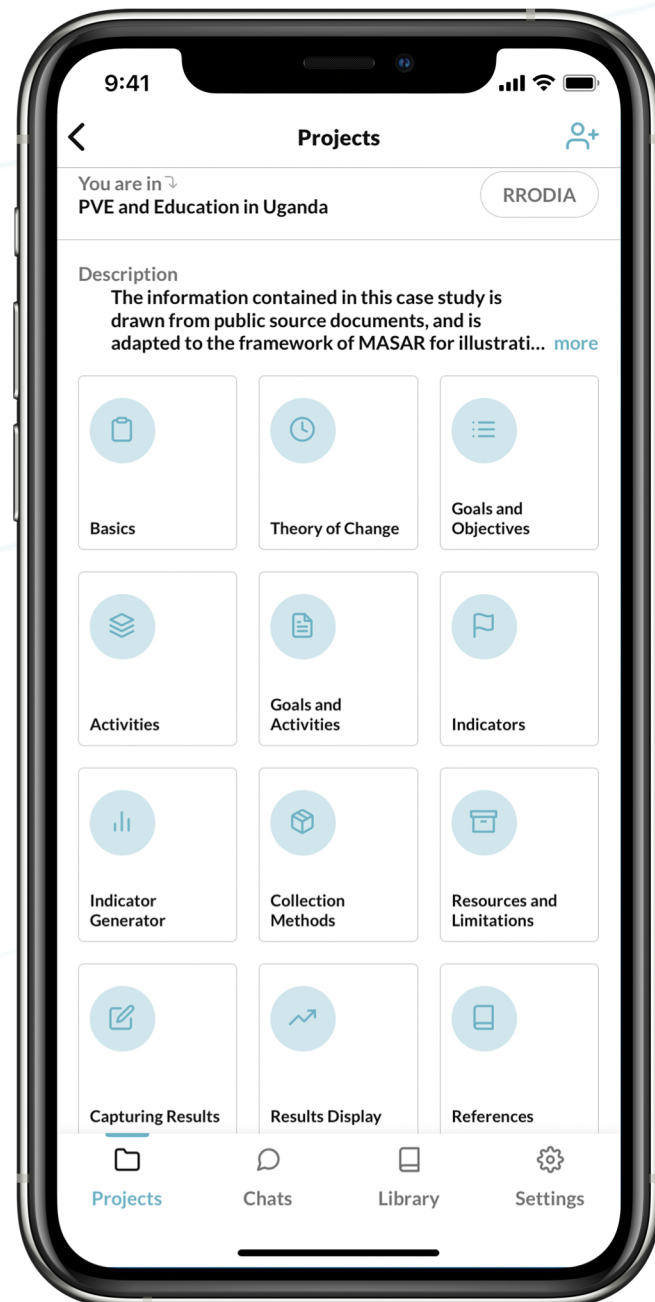
MASAR

MONITORS | MEASURES | EVALUATES
P/CVE PROGRAMS

MASAR 103: CUSTOMIZING YOUR PROJECT



CUSTOMIZING YOUR PROJECT



This module teaches you how to:

ENTER PROJECT BASICS:

Highlights and requests key information required specifically for your program

EVALUATE CONTEXT:

Shows how to think about designing your program.

DEVELOP THEORY OF CHANGE STATEMENT:

Write IF-THEN-BECAUSE statement for your program.

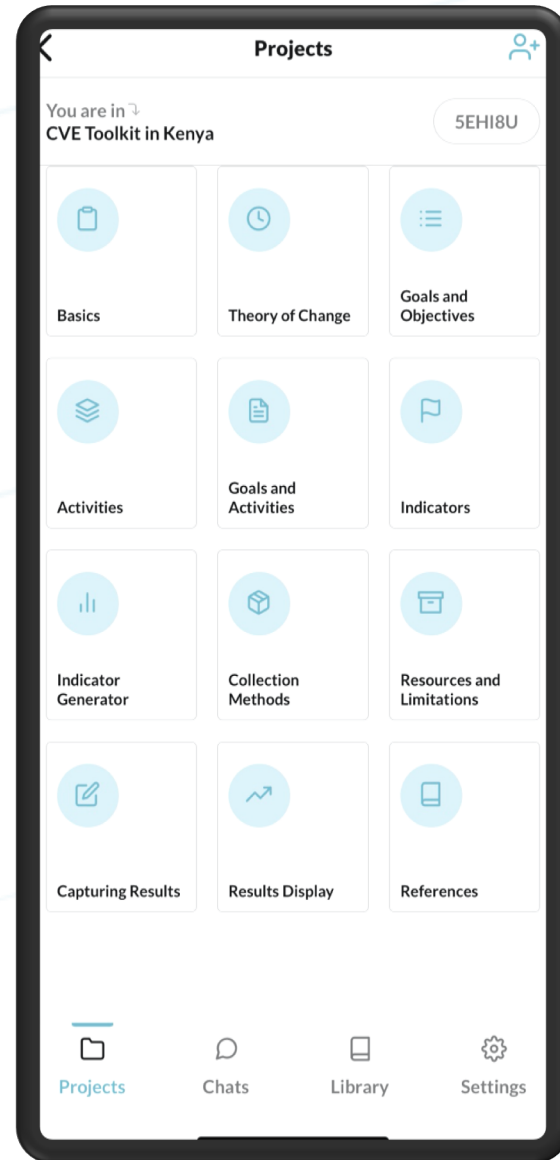
DESCRIBE GOALS/OBJECTIVES AND ACTIVITIES:

Based on ToC, list out your project's goals and objectives plus its main activities.

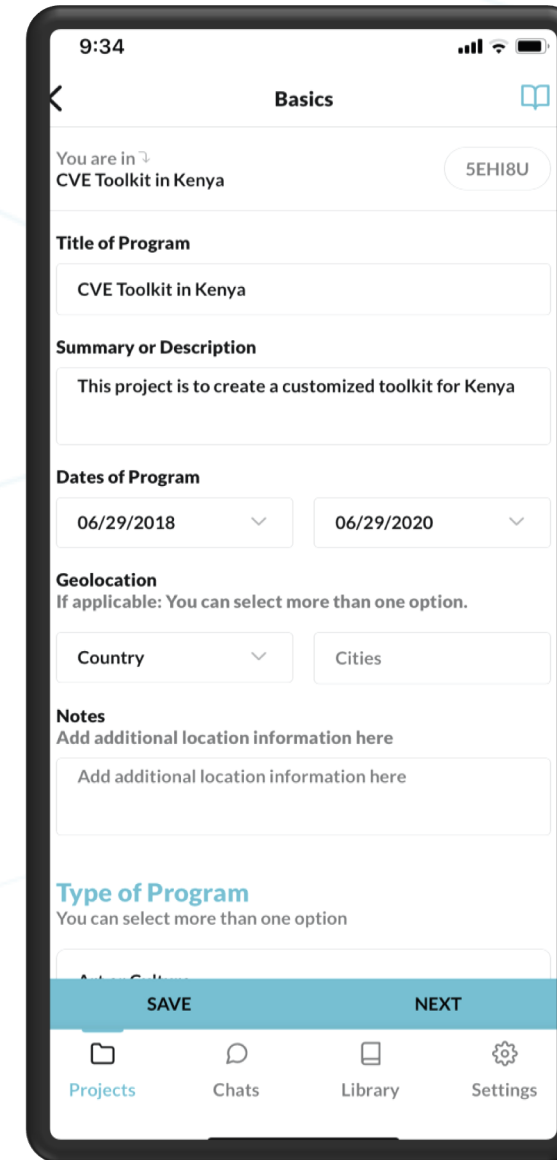
ENTER PROJECT BASICS

- **MASAR collects basic information about your project to include:**
 - Title of program
 - Summary or description
 - Dates
 - Location
 - Type of Program
 - Recipients of the Program
 - Target Population
 - Entry point (Primary, Secondary, Tertiary Prevention)
 - Stakeholders
- **The data collected allows MASAR to make recommendations for resources based on keywords affiliated with location, type of program, recipients and target population, and entry point.**

ENTER PROJECT BASICS



← The project overview allows you to access the different steps of the tutorial that comprises MASAR. Click on “Basics” to get started.



← MASAR collects basic data about your program that will aide its algorithm in recommending resources.

Location, type of program, target population, recipients and entry point are the main features that help MASAR recommend resources.

ENTER PROJECT BASICS

9:35

Basics

You are in ▼
CVE Toolkit in Kenya 5EHI8U

Type of Program
You can select more than one option

Art or Culture

Communication and Counter Narratives

Community (Resilience building or disengagement)- Grassroots or NGO ☒

Community Policing

Conflict Mediation (community, state) ☒

Conflict resolution

[+ Add type of Program](#)

Recipients of the Program
Who is directly receiving the P/CVE program?

Number of Partic... ▼ Gender ▼

Age Range
Please use slider to state the age range.

SAVE NEXT

Projects Chats Library Settings

← Make sure you save your data as you go along.

9:36

CVE Toolkit in Kenya

Hedayah

There are some resources that we find for you based in project latest updates.

The Role of Families and Communities in Strengthening Community Resilience Against Violent Extremism

Final Evaluation: Inuka! Community-Led Security Approaches to Violent Extremism in Coastal Kenya (October 2018)

A community psychology approach to preventing violent extremism. Gaining the views of young people to inform primary prevention in secondary schools

Indonesia: Word Warriors

+25

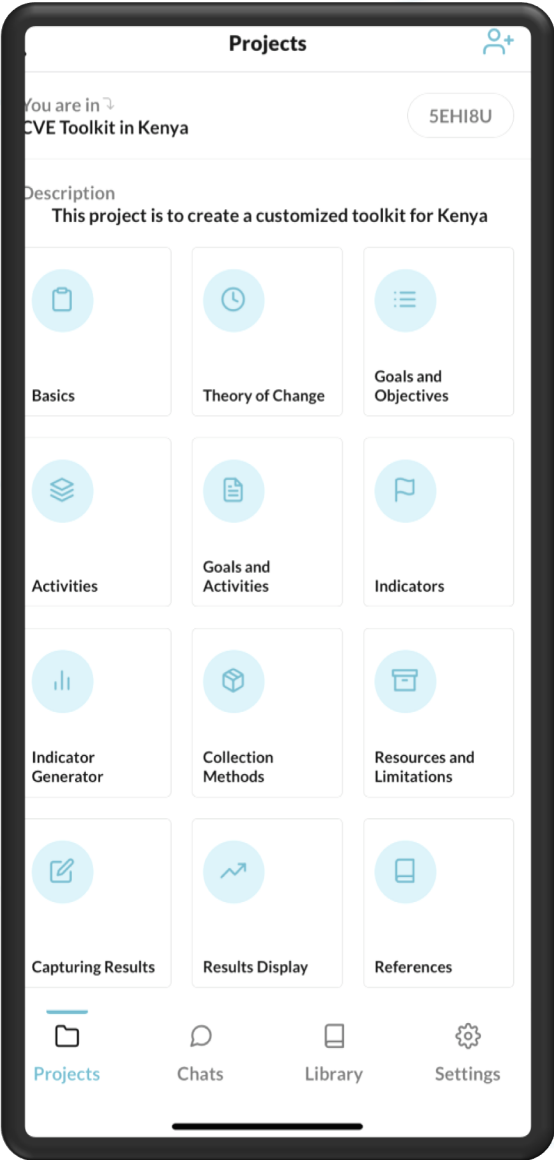
Message CVE Toolkit in Kenya Send

← In the chat feature, MASAR will notify you that there are recommendations for resources in the Library that are customized for your program.

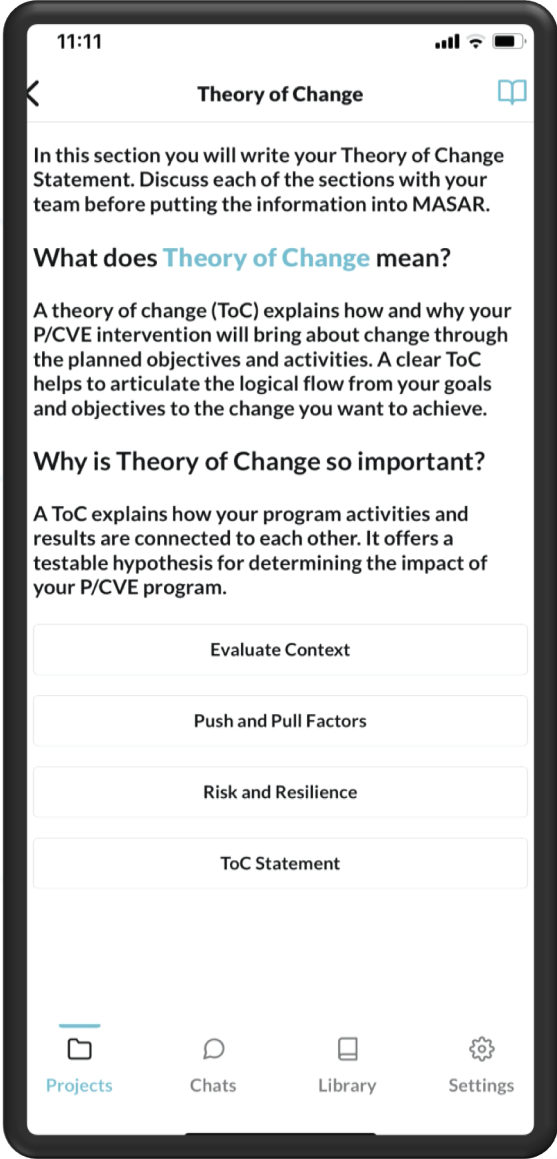
EVALUATE CONTEXT

- The first two steps to developing a good Theory of Change Statement requires the CVE practitioner to think about the context and push/pull factors in the location of implementation.
- MASAR offers guiding questions and places to enter data about your program helping you evaluate local context.
- You can refer to the Library and suggested resources to help in your analysis.
- Good CVE work should be grounded in appropriate research to support the program design!

EVALUATE CONTEXT



← The Theory of Change section helps you with program design.



← This section helps you think about your underlying assumptions.

← Each section under “Theory of Change” leads you to ultimately writing a ToC statement.

EVALUATE CONTEXT

9:37

← Evaluate Context

You are in Kenya 5EH18U

Evaluate Context
Before writing your ToC, you need to analyze the local context of your P/CVE intervention. The following guiding questions will help you with this.

What are the strengths and needs of the local community for reducing violent extremism?
Write your answer here

What is the political atmosphere of the local context?
Write your answer here

What is the social atmosphere of the local context for implementing P/CVE Programs?
Write your answer here

What is the economic atmosphere of the local context for implementing P/CVE Programs?
Write your answer here

You can find more information in:
SAVE NEXT

Projects Chats Library Settings

← The guiding questions provide structure to your thought process.

← All the information captured here will be available in an exportable report on the Desktop version of MASAR.

9:37

← Push and Pull Factors

You are in Kenya 5EH18U

Push Factors
List out the Push Factors
New Push Factor

Pull Factors
List out the Pull Factors
New Pull Factor

Questions to Consider
Guiding Questions about the drivers of CVE

How does your program contribute to reducing those push and pull factors?
Write your answer here

How does your program contribute to the reduction of violent extremism?
Write your answer here

Are there other factors at play that could influence your program, either positively or negatively?
Write your answer here

You can find more information in:
SAVE NEXT

Projects Chats Library Settings

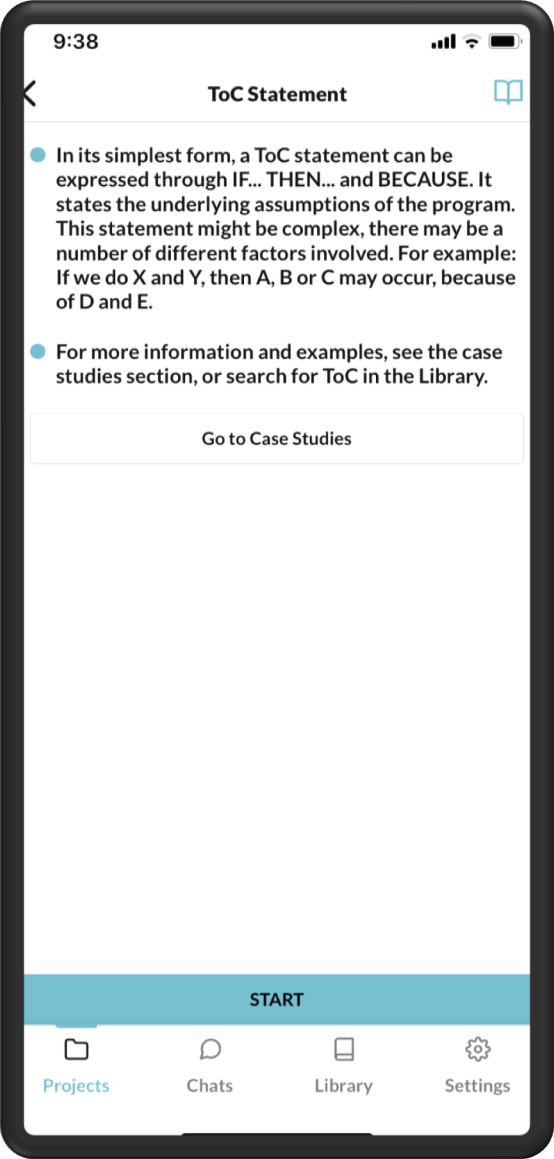
← Remember, if you have questions on the terminology, refer to the glossary at any time.

← Don't forget to save your data as you go along.

DEVELOP TOC STATEMENT

- The Theory of Change Statement helps articulate your underlying assumptions and logic for how your CVE program addresses the problems and context you defined in the previous section.
- MASAR asks you to write a ToC Statement based on the logic of “IF”- “THEN”- “BECAUSE”.
- Your “IF” statement may be multiple parts, so there is the option of writing “AND” statements that correspond with the “IF” section of the ToC Statement.

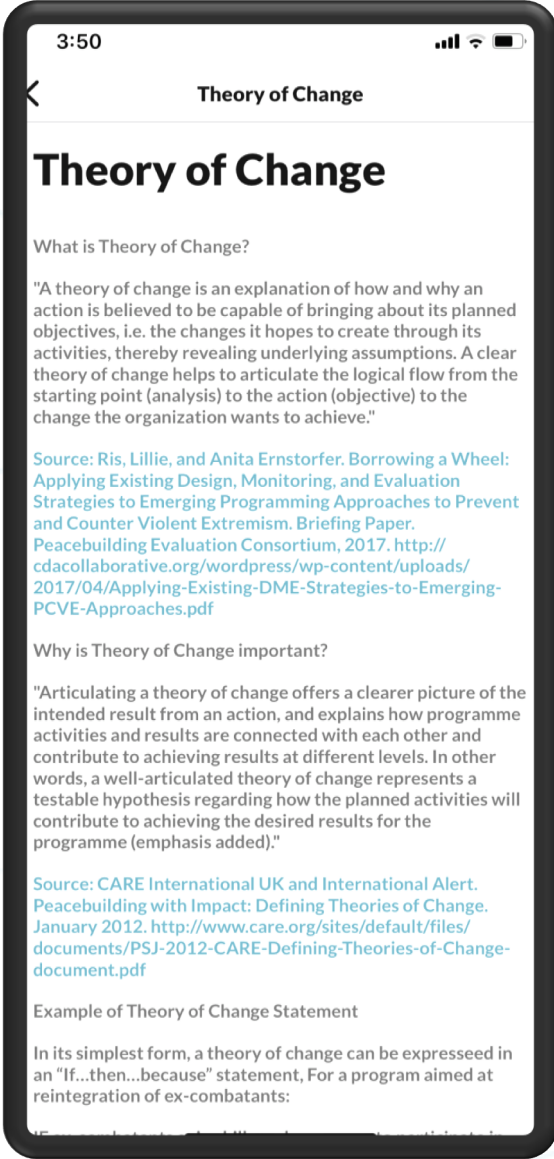
DEVELOP TOC STATEMENT



← Writing your ToC Statement is relatively simple if you have evaluated the context sufficiently.

← Study cases may assist in providing examples of ToC Statements from real projects.

← Referring back to recommended resources in the chat or Library may also guide your ToC Statement.

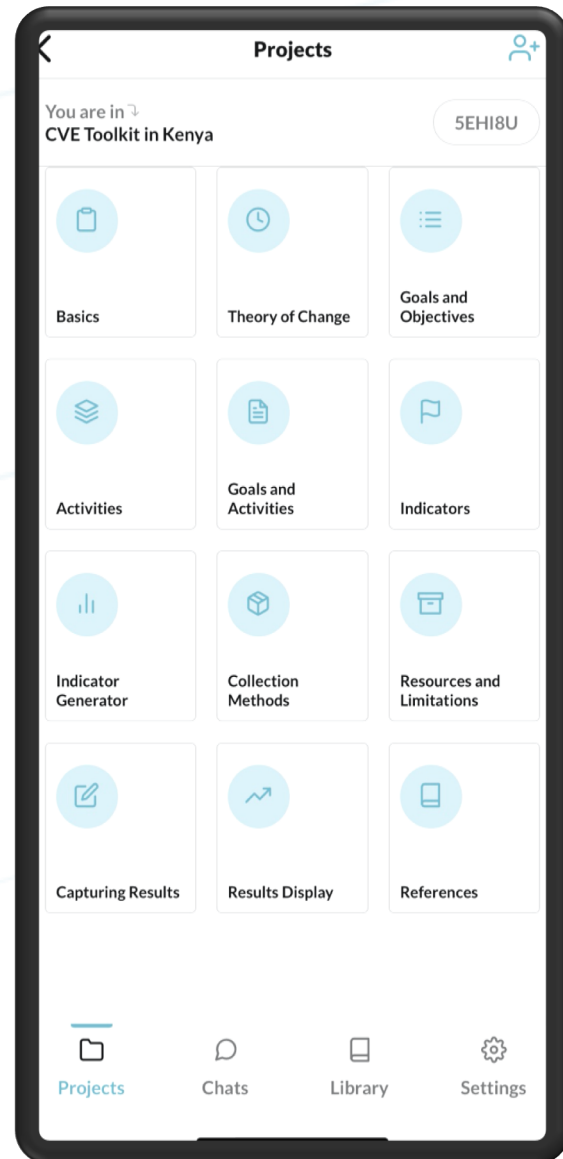


← Again, if you are confused by any term, you can always access the Glossary.

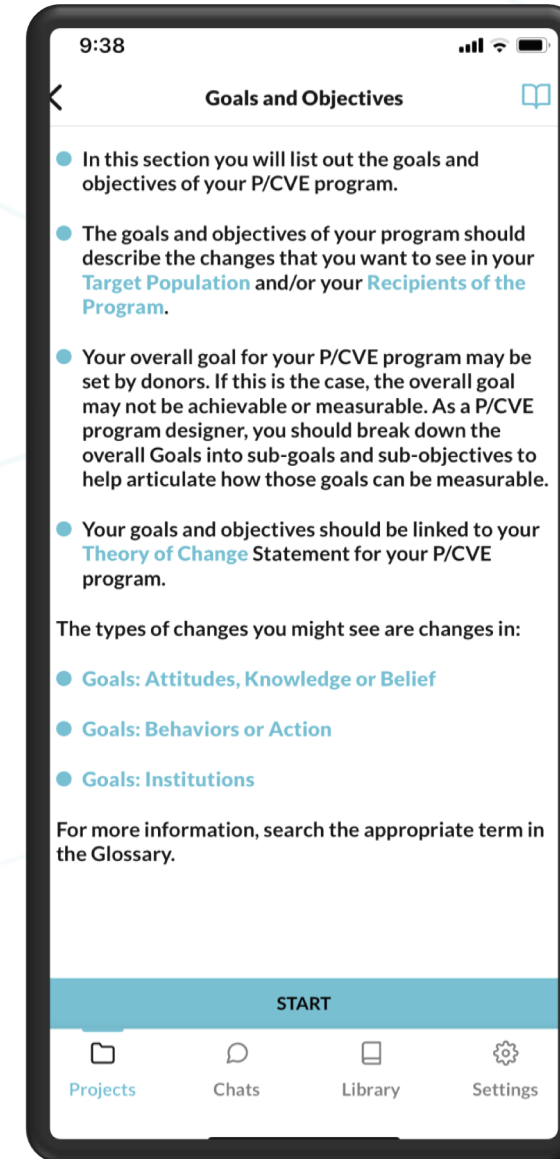
DESCRIBE GOALS/OBJECTIVES AND ACTIVITIES

- Setting goals and objectives is one key feature of MASAR.
- Developing activities that support those goals and objectives is useful for program design.
- MASAR provides a basic framework and logic that guides the user to connect different stages together.
 - Reminders link each step back to your ToC Statement.
 - Activities should be related to the goals of the project.
 - At a later stage, you will link the activities of the project to the goals, so keep this in mind as you are entering information.

DESCRIBE GOALS AND OBJECTIVES

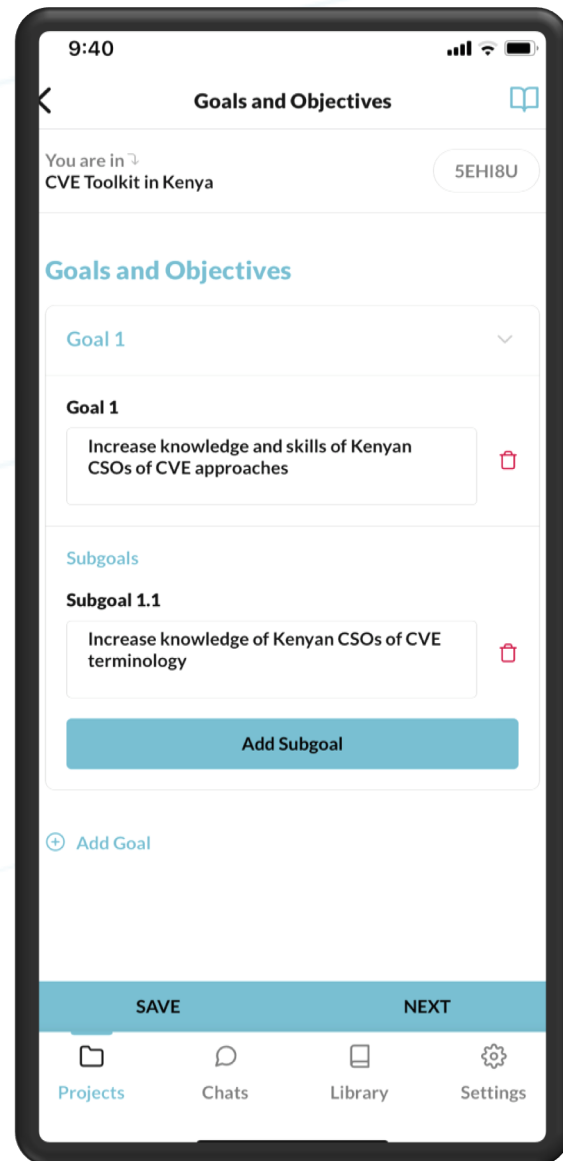


← Setting goals and objectives is critical to program design. Click on the circle labeled “Goals and Objectives” to begin.



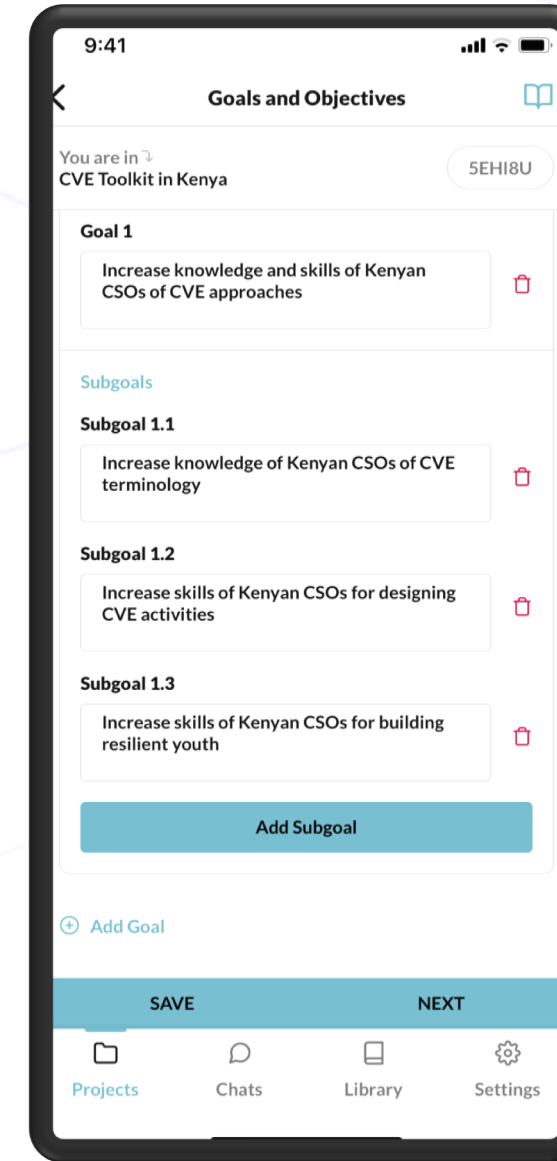
← Goals and objectives should link with the target population and recipients you listed in the BASICS phase.

DESCRIBE GOALS AND OBJECTIVES



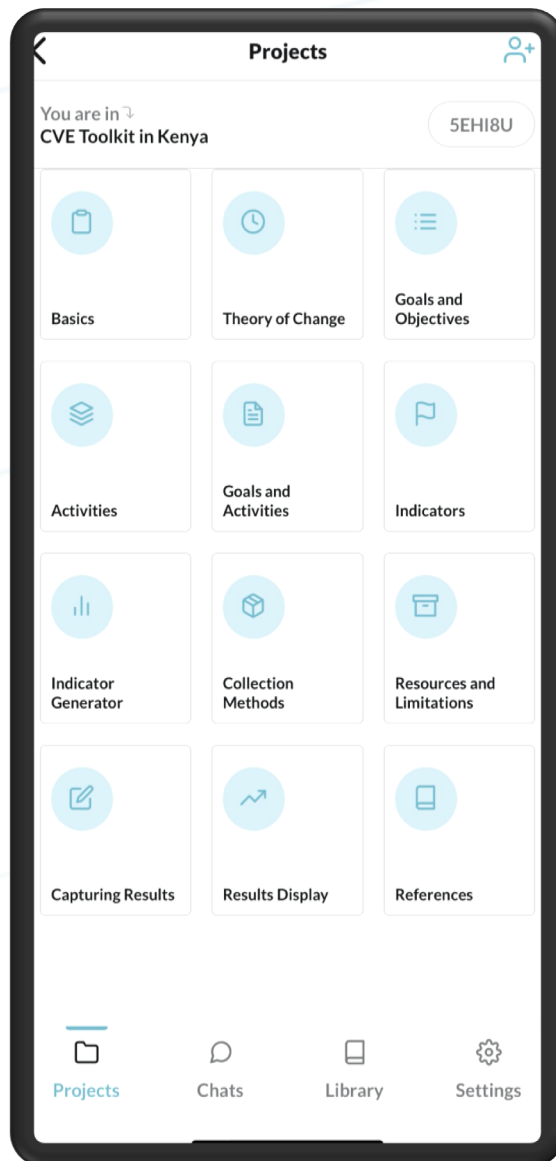
← Enter each goal separately. If there are more specific goals for each goal, you can create subgoals.

← At any time you can remove a goal using the trash icon.

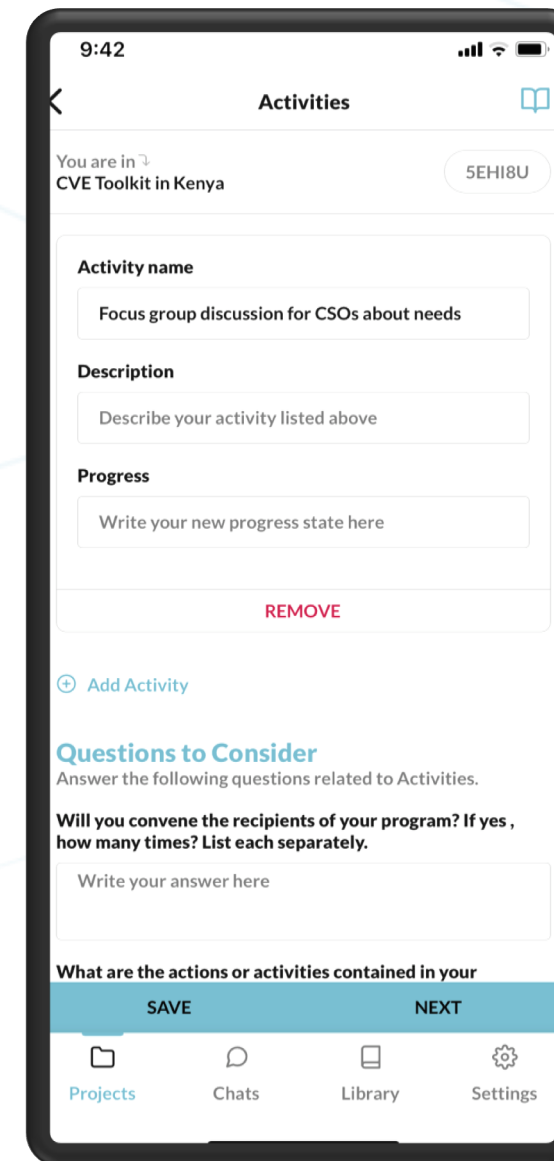


← Be as specific as you can about the goals of the project, as you will set indicators for each goal and subgoal.

DESCRIBE ACTIVITIES



← Section 4 allows you to identify and describe your main project activities. Remember you can export all the data at the final stage.



← Explain each activity with a short description as a reminder to yourself and team members.

← You can track your progress if the activity has been completed or not.

WRAP UP

- **You should now be able to:**

- Enter the project basics.
- Understand which sections of project basics help MASAR to make recommendations.
- Access recommended resources from Library based on project basics.
- Evaluate the context and push & pull factors of your program using MASAR's Library.
- Refer to the Glossary for confusing terms.
- Write the ToC Statement in MASAR.
- Write goals and objectives in MASAR.
- Describe your activities in MASAR.

- **For further clarifications, contact masar@hedayah.ae**



MASAR

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MASAR WAS DEVELOPED WITH SUPPORT FROM THE:



**Government
of Canada**

