COMMUNITY INSIGHTS

An open-source package of data and resources about community-identified "pain points" in selected wards in Temeke Municipal Council, Mbeya District Council, and Kyela District Council, Tanzania.

Updated November 2019. *Link to this page: www.bit.ly/DZinsights*

IMPORTANT LICENSE INFORMATION

BACKGROUND

Between 2016 and 2018, the Data Zetu project sought to amplify the use of data to inform decision-making and improved health outcomes in local communities in 14 wards across Tanzania. The project helped civic and public organizations make better, more strategic use of data to address challenges identified by community members.

The Data Zetu project is no longer active, having been absorbed by a sister project, the Tanzania Data Lab (dLab), which is a Tanzanian NGO. An archive of the project website, including more details about the geographic scope of the project, its activities, and its impact, is available on dLab's website here.

COMMUNITY INSIGHTS AND DATA ZETU

To identify what challenges to address, the Data Zetu team conducted Listening Campaigns, or closely facilitated meetups to help community members and their local leaders prioritize the most pressing challenges facing their neighborhoods, in each of the 14 wards. These priorities were used in two ways:

- The Data Zetu team used these priorities as one factor to determine which organizations, data, and challenges it would work on through implementation.

- The Data Zetu team synthesized these priorities and shared them back with the communities who originally produced them, through "Shareback Sessions".

The full cycle - that is, collecting and then sharing data for its originator to use - is part of Data Zetu's philosophy that "we don't collect data, we borrow it." **Before proceeding further, please read these two blog posts** which provide more context and examples about this process:

- "We Don't Collect Data, We Borrow It" is a 2017 post explaining the intent and context of the Listening Campaigns.
- "We borrowed data from citizens. Now, we're giving it back" is a 2018 post explaining how the Listening Campaign information was shared back with communities in Shareback Sessions (SS).

ABOUT THIS PACKAGE OF RESOURCES

The LC and SS initiatives produced a wide array of resources that could be useful for others. For example, the LCs included survey data about demographics and preferences of citizens in the target 14 wards. The SS included printed booklets that neatly summarized LC data about citizens' priorities.

Although the Data Zetu project has sunsetted, **we believe that these resources are public goods** that could be used by others. For example, a donor considering funding in one of Data Zetu's focus wards

might review the LC data to learn about citizens' priorities and ensure investments are responsive to those needs. Or, a NGO or research institution might want to collect a new batch of citizen priorities, adapting the Listening Campaign methodology used in Data Zetu.

Based on this belief, this Community Insights package contains data, methodologies, and other resources that emerged from the Data Zetu project. The "Contents of this package" section has more details about what these resources are and how to access them.

LIMITATIONS OF THIS PACKAGE

The content of this package has various limitations that should be evaluated by anyone considering repurposing it:

- Listening Campaign data about citizen priorities reflect opinions from only a specific snapshot in time. Depending on how others access this information, which was collected throughout 2017 and 2018, the data might be outdated and should not be used as the sole factor for any decision.

- These resources and data were not originally developed or designed for open publication. Rather, they were the result of programmatic planning or activities of the Data Zetu project. Although every effort has been made to update these resources to be useful for others to repurpose, some references to work plans, Data Zetu-specific contexts, or other unique elements may remain throughout. Anyone repurposing these resources - particularly the methodologies - should take liberties to contextualize and adapt the content to their need, which will often involve removing language about or references to the Data Zetu project for other needs or a more generalized audience.

- Listening Campaign data is not statistically representative. The Community Insights package is based on qualitative user feedback and insight-gathering exercises, rather than a quantitative research approach. Data Zetu does not, therefore, claim that the participants providing this information are statistically representative of their communities. Nor is this information claimed to be formal research or the result of a formal study. Rather, the insights are treated as reflecting the realities the communities identify with as pain points requiring redress. That said, every effort was made to ensure accuracy and adherence to ethical conventions (including for instance precluding minors in the communities from participating in sensitive or one-on-one user insights discussions).

CONTENTS OF THIS PACKAGE

Data Zetu's Community Insights package includes the following items:

NAME	PURPOSE	POTENTIAL USERS	LINK
Listening Campaign guide	A guidebook describing in detail the methodology utilized to generate community priorities in the Listening Campaigns. The methodology draws heavily from design thinking and open innovation strategies.	Facilitators, community organizers, community leaders, organizations implementing interventions in communities.	Click
Listening Campaign pain points	Synthesized information summarizing community-identified pain points from Listening Campaigns conducted in Temeke, Mbeya, and Kyela Districts. These are available as presentations - one for each target ward in the districts.	NGOs, donor organizations, community organizers, civil society organizations, community leaders, local and central government, and individual citizens.	Temeke Kyela Mbeya
Listening Campaign survey results	Raw (but anonymized) data from entry surveys administered at Listening Campaigns, with basic demographic information on participants and opinions raised, from the target wards in Temeke, Mbeya, and Kyela Districts. These are Excel spreadsheet files. Listed below is a link to the Listening Campaign survey, for reference.	NGOs, donor organizations, community organizers, civil society organizations, community leaders, local and central government, and individual citizens.	Click
Listening Campaign survey	A copy of the survey administered at the Listening Campaign, for reference. Read the Listening Campaign Guide document to learn how and why the survey was administered.	NGOs, donor organizations, community organizers, civil society organizations, community leaders, local and central government, and individual citizens.	Click
Shareback Session guide	A methodology outlining the process through which LC data was shared back with the same communities who produced that data at the Listening Campaigns.	NGOs, donor organizations, community organizers, civil society organizations, community leaders, local and central government, and individual citizens.	Click
Shareback Session booklets	Synthesized information summarizing community-identified pain points from LCs, printed on booklets for distribution and discussion at Shareback Sessions. English and Swahili-language are available for each. These are similar in content to the Listening Campaign, except the content has been designed for more accessible and engaging reading through printed booklets instead of presentations.	NGOs, donor organizations, community organizers, civil society organizations, community leaders, local and central government, and individual citizens.	Temeke Kyela Mbeya