

# More Bang for Your Buck

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# A Locally Driven Peacebuilding Approach

Locally Driven Prevention = More Bang  
Lower Cost Buck



# The Purdue Peace Project

- Mission

*The mission of the Purdue Peace Project is to encourage and assist local leaders in fragile states to address clearly identified situations that threaten to lead to political violence. In promoting locally-driven and inclusive approaches to peacebuilding, we seek to reduce the likelihood of political violence and contribute to lasting peace. In doing so, we also seek to add to the body of knowledge in this field by documenting and disseminating our work to practitioners and scholars alike.*



# Our Guiding Principles

- Local citizens can design, lead, and implement peacebuilding activities
- All individuals can contribute to peace
- Dialogue can lead to effective action toward preventing violence
- Knowledge resides within local citizens
- Peacebuilding efforts stand the best chance of being effective if they originate from individuals local to the conflict





# Projects

- Countries
  - 3 projects in Ghana;
  - 2 in Liberia; 2 in Nigeria
- Contexts
  - Chieftancy disputes, land disputes, and violence between a host community and a university community



# Theory of Change

- We test the following theory of change:

*If we bring together a representative and inclusive group of local citizens, and facilitate an opportunity for them to engage in dialogue, they will identify and implement an effective set of strategies to prevent political violence.*





# Theory of Change - Operationalization

1. Scan the environment in West Africa to identify issues that could trigger political violence
2. Determine whether an issue is one that could be worked on with the PPP model, given our scope and resources
3. Identify who should be part of the dialogue and subsequent actions



Ghana –  
Local Peace Committee



# Theory of Change - Operationalization

4. Approach those relevant parties to see if they are interested in engaging in dialogue with other parties around the issue at hand
5. Create the dialogic space in which representatives from all relevant parties can enter into genuine dialogue with one another



Liberia – Pen-Pen Drivers Project





# Theory of Change - Operationalization

Ghana – The Berekum Peace Committee’s Activities to Help Resolve a Chieftancy Dispute



6. Facilitate the implementation of strategies that they co-create to prevent political violence
7. Collect data at multiple points in time to assess the impact(s) of these efforts and to evaluate our locally-driven peacebuilding approach



# Our Team



**Ms. Rosaline B. Obeng-Ofori**



**Agaptus Anaele**



**Arunima Krishna**



**Kai Kuang**



**Jasmine Linabary**



**Liliya Yakova**





# THiNK

MAGAZINE

COLLEGE OF LIBERAL ARTS | Fall 2014



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## Peace in Motion

Since its devastating civil wars between 1989 and 2003, tensions related to natural resources management have threatened to disrupt Liberia's peace and trigger political violence. The Purdue Peace Project, directed by Stacey Connaughton, associate professor in the Brian Lamb School of Communication (BLS-C), has been working with local citizens, industry, government, and non-governmental organizations to help prevent such political violence from taking place. For the first time, the group's efforts have been captured on film.

This spring, Doug Osman, clinical assistant professor in the BLS-C, traveled with Connaughton to Liberia to help film the group's work. This footage is being made into a documentary on Liberia and depicts efforts by the Purdue Peace Project to assist in a home-grown peace.

Osman has also worked as an independent documentary and film maker, with some of his work screened at media and film festivals around the world. He serves as advisor to Fast Track, a student-produced half-hour weekly news magazine at Purdue, and through a community engagement grant, has recently been working with students on a series of nature documentaries that will be screened at local schools and shared at the Lilly Nature Center in West Lafayette.

"The difference between narrative and documentary film making is that in narrative films, you walk in with a script and know exactly what you are shooting. In documentary work, you sometimes have to go in with an idea and do a lot of shooting, and your idea changes as you are shooting."

In both the celery bogs of West Lafayette and the farmlands of Liberia, students are learning these principles in order to develop their ability to communicate through film.

"The nature documentaries give me an opportunity to show students documentary filmmaking in a much more controlled situation," says Osman. "But for the student who went with us to Liberia, we didn't know what to expect."

That student was Kris Jones (BA 2014, BLS-C). Jones was the only undergraduate to travel with the Purdue Peace Project to Liberia and he has played a central role in filming and helping to complete the Liberia documentary.

"One of the missions of the Brian Lamb School of Communication is engagement," says Osman. "It's great to learn out of textbooks, but unless you are really stepping into the lesson, you aren't learning everything that you could."

Jones hopes to work in documentary filmmaking one day, and this experience is a vital part of his Purdue education—both instructionally and culturally.



The Purdue Peace Project is assisting with multiple locally-driven projects in Liberia. In one, a group of motorcycle taxi (for pen-per) drivers from Matrovia, who originally organized to promote driver safety (pictured top and bottom), are mobilizing again to educate other taxi drivers and customers about the spread and prevention of Ebola during the outbreak in West Africa. Also pictured (center) is communication student Kris Jones, who traveled to Liberia this summer to help film a documentary about the Purdue Peace Project. Photos courtesy of Stacey Connaughton and Doug Osman.

"The majority of my experience prior to working with the Purdue Peace Project was a few of Professor Osman's classes, including the documentary film course and Fast Track, which I helped produce," says Jones. "When he asked me to go with him to film the Peace Project, I thought it was a great opportunity, but didn't really know what to expect. My time in Africa was unforgettable. I'll never be able to thank the people of Liberia or the Purdue Peace Project for opening my eyes to another culture."

By Emily Jensen

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# Examples of Locally Driven Peacebuilding



Delta State, Nigeria



Monrovia, Liberia



Berekum, Ghana





# Liberia: The Pen-Pen Drivers Project



# Liberia: The Pen-Pen Drivers Project

- The Issue
  - Tensions between pen-pen drivers, police, and customers
  - Concerns that pen-pen drivers could be utilized again during campaigns to incite violence
- Key actor groups
  - Pen-Pen Drivers
  - National Police of Liberia
  - Ministry of Transportation
  - Community Members
  - Market Women



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# Actor Group Meeting

- July, 2013



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# The Pen-Pen Peace Network

- 15 representatives
  - The police
  - Ministry of Transport
  - Pen-pen drivers unions
  - Pen-pen drivers themselves
  - Market women
  - Customers of pen-pen drivers



Pen-Pen Peace Network





# Identified Strategies

- A multi-media campaign
  - To (a) raise awareness among all actor groups about each other, and (b) change attitudes and behaviors of all actor groups toward one another
- Organizational strategies
  - In collaboration with the pen-pen driver unions
- Policymaking and enforcement
  - Through collaboration among governmental officials, the Ministry of Transport, police, and pen-pen driver unions





# Multi-Media Campaign



Photo credit: PPP





# The Ebola Outbreak



Photo credit: AP





# The Ebola Outbreak

- 694 Liberians had died from Ebola by the end of August 2014 (WHO, 2014)
- Those were the official counts.
- 4,241 Liberians had died by March 15, 2015

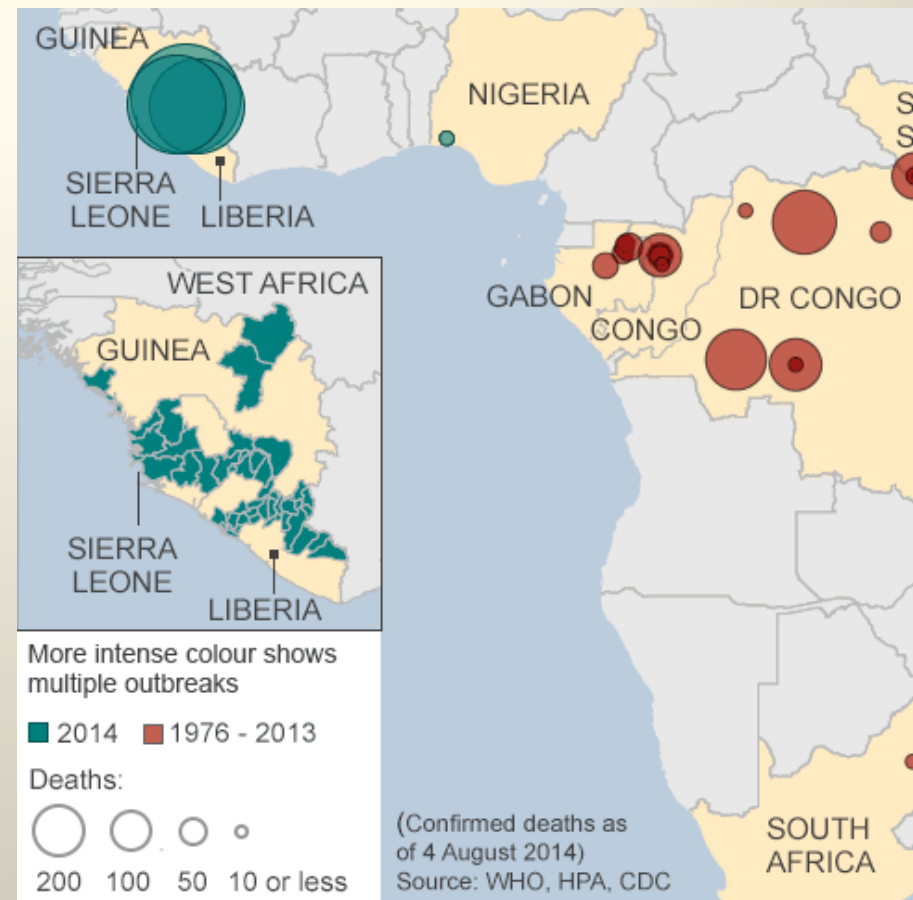


Photo credit: BBC



# Shift in Focus: Ebola Prevention

- Citizen-to-Citizen Ebola Prevention Campaign
  - Sought to raise public awareness about the Ebola virus, deliver crucial information about the spread of the disease as well as preventative measures, and motivate behavioral changes
  - Originated with the local citizens





# The Ebola Prevention Campaign



# The Ebola Prevention Campaign

- **25** sanitary stations in **5** communities in Monrovia
- Disseminated Ebola awareness messages in **English** and **8 different local dialects** via interpersonal and mediated channels
- Distributed more than **2,588** brochures and **250** posters
- Designed and produced dramas about the Ebola outbreak in **8** different dialects have been broadcasted over radio in **5** counties in Liberia





# The PPP Team

- Data Collection
  - 61 Skype interviews
  - 261 Daily logs
- Recorded, transcribed, and analyzed

Challenges (violence, refusals from homes to talk with you, lack of response, abandoned home (s):

There is not much challenge in the GSA Road community, most homes are still playing to the preventive rule, but there are little challenges with people that lack understanding about the existence of the Ebola virus.

Recommendation (s): Citizens that are living in zinc and mat houses in the GSA Road community, are appealing to the Non Governmental Organization (NGO) and the Government of Liberia for Ebola buckets, Chlorine, soap, and the distribution of food items. The Ebola outbreak have caused them more hardship.

Observation: We observed most of the homes visited are taking all the precautions and playing by the rule, while few persons are still in the state of denial.

WOMSUD - Liberia & Pen - Pen Peace Network Ebola Awareness Initiative  
Supporting the Fight Against the deadly Ebola virus  
Jan. 7 - Jan. 27, 2015

With support from PURDUE PEACE PROJECT @ THE PURDUE UNIVERSITY

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# Impact

- The Pen-Pen Peace Network
- By January 2015
  - Visited more than **6,000** houses
  - Spoke to more than **28,000** Liberian citizens
  - According to the chairman of the AB Tolbert Road community, “WOMSUD-Liberia is ***the only NGO*** that went in this community and set up handwashing stations with a regular supply of materials and did a house-house awareness visitation”
  - Contributed to changes in Liberians’ beliefs and behaviors

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### Malaria and infectious diseases - global development professionals network

## From soldiers to peacebuilders: can Liberia's taxi drivers help stop Ebola?

As the virus spreads, pen-pen motorcycle taxi drivers have been co-opted to appease public frustrations over weak governance

Nat Walker in Monrovia, Stacey Connaughton and Kai Kuang in Lafayette

Wednesday 15 October 2014 12.02 EDT



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Motorcycle taxi drivers are a good means of disseminating information during the Ebola crisis in Liberia Photograph: HANDOUT/REUTERS

The Liberian government responded slowly to the Ebola crisis, asking the international community to do what some have argued it should have done itself. Now, there are indicators that the government is dependent on the goodwill of

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### The Best Weapon Against Ebola in West Africa Is Winning Public Trust

By John Tozzi | October 30, 2014

SEND TO



Photograph by Zoom DossoAFP via Getty Images

A health worker outside UNICEF tents at an Ebola treatment center run by Doctors Without Borders in Monrovia, Liberia on Oct. 27

(Corrects the spelling of Blair Gwendorse's name.)

The fight against Ebola is taking place on two well-known fronts: on the ground in West Africa, where governments and aid groups are racing to build treatment centers; and inside the lab, where scientists are trying to create vaccines and therapies to halt transmission. A third battleground, harder to track but no less important, focuses on efforts to win trust and change the behavior of the people most at

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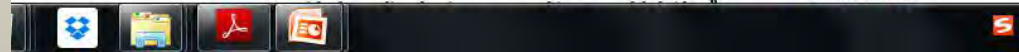
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# Challenges of Locally Driven Work

- Monetary Expectations
- Skepticism from Local Citizens
- Skepticism from Peacebuilding Practitioners
- Building trusting relationships from afar

Photo credit:  
WOMSUD



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# A Locally Driven Peacebuilding Approach

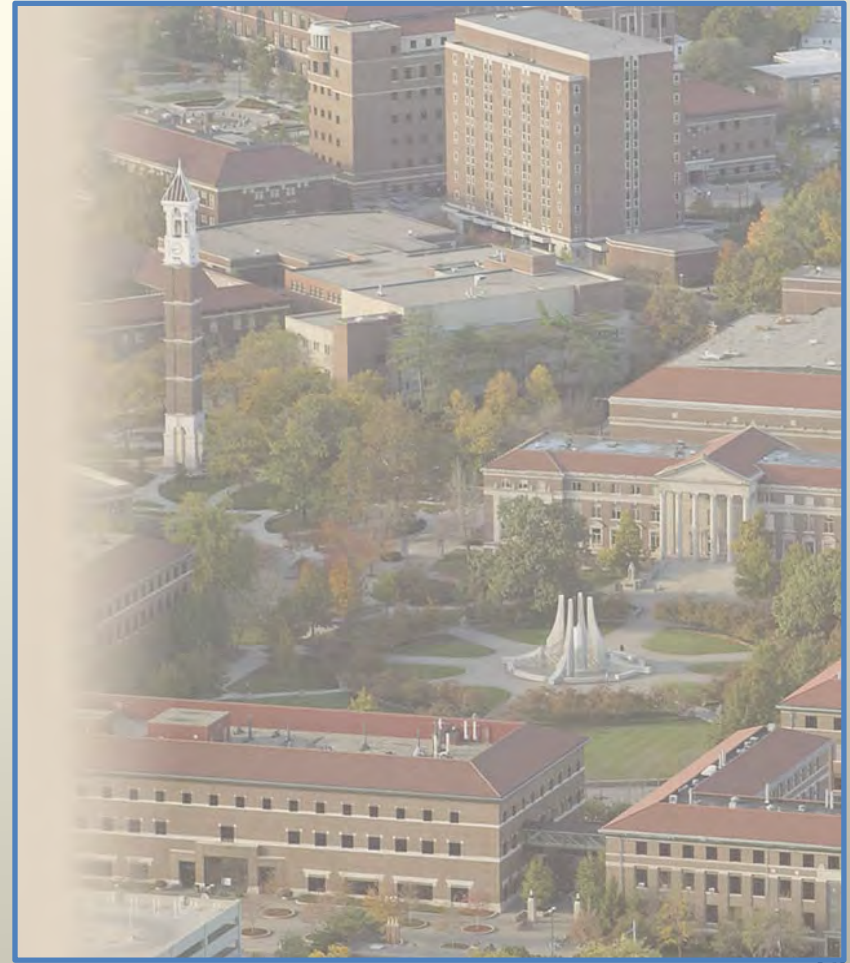
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