

# Lobby

How many of you have....

1. Heard of Ripple Effects Mapping?
2. Seen it in action?
3. Participated in an event?
4. Conducted an event?
5. Or... this sounded interesting so I'm checking it out.



Northwest (HHS Region 10)

PTTC

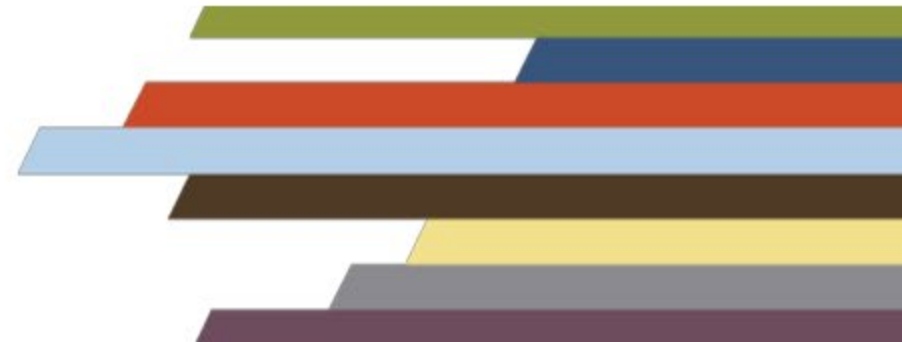
Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# Ripple Effects Mapping

Capturing impacts of complex work.

*Debra Hansen and Rebecca Sero*





Northwest (HHS Region 10)

**PTTC**

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science  
Graduate Program  
WASHINGTON STATE UNIVERSITY



# Disclaimer

The views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services.

This webinar is being recorded and archived, and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

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# Mark your Calendars!

## **Ripple Effect Mapping Enhanced Prevention Learning Series (EPLS)**

Tuesdays, July 6, 13, 20 and 27<sup>th</sup>

2:00 – 3:30 PM Pacific Time

## **Inhalants Live Webinar**

June 10, 2021

11:00 – 12:30 Pacific Time

# Your presenters



**Debra Hansen, M. Ed.**  
Professor and Stevens County  
Extension Director



**Rebecca Sero, Ph. D.**  
Associate Professor and Evaluation  
Specialist

Do you ever  
feel like this  
after conducting  
an evaluation?



Challenge:

Your impact  
may not be  
evident for a  
long time.





Questions we ask ourselves

Are we making a difference?

If so, how much and in what ways?





# Ripple Effects Mapping

Participatory  
evaluation

Intended and  
unintended results

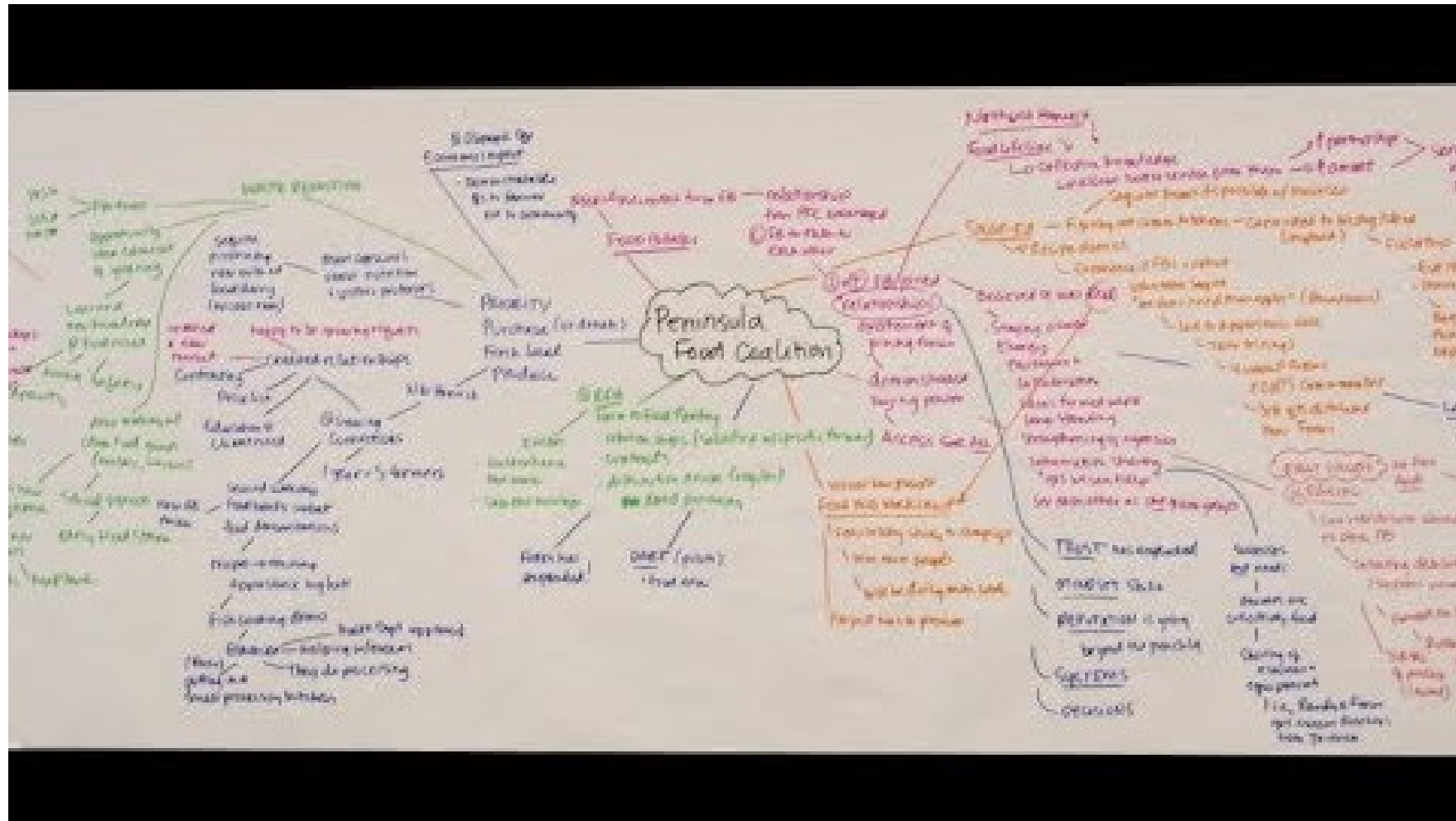




# Overview for Today

- Ripple Effects Mapping event video
- Benefits
- Core Components
- Steps
- Examples of use
- Questions & Comments

# Live Event



# Participant Benefits

Emerging  
patterns  
& trends

Positive &  
hopeful when  
seeing results

Connect  
to larger  
purpose

Reflection  
& growth

Fun, engaging, &  
visual for stakeholders!

# Evaluator Benefits

Collects  
*stories &  
impacts*

Captures chain  
of events from  
complex or  
evolving work

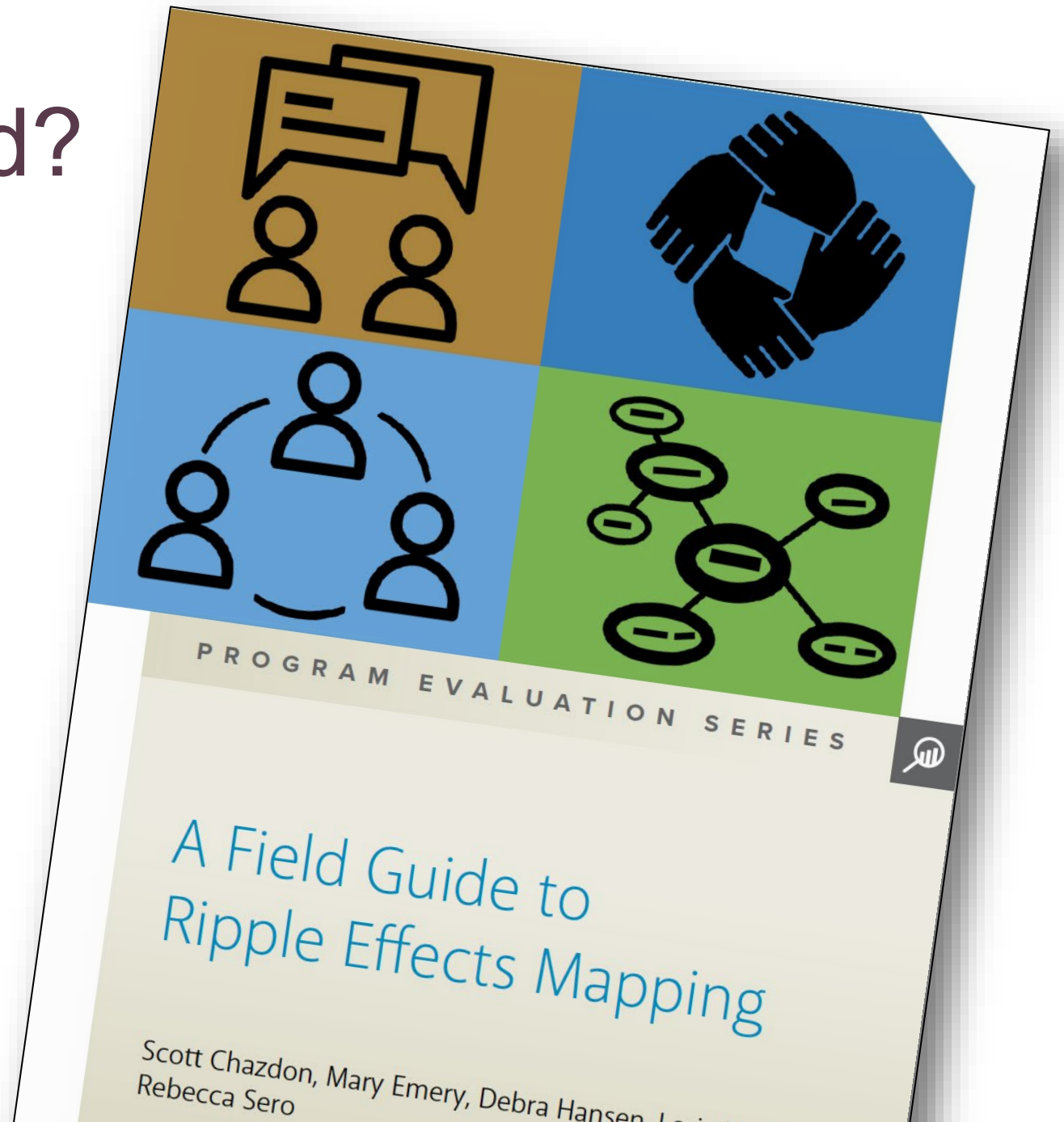
When outcomes  
difficult to  
**conceptualize  
& measure**  
with other  
methods

Mid-program  
or  
Post-program

Group  
validation of  
results

# Where has it worked?

- Leadership Development
- Business Development
- Volunteer Programs
- Master Gardener
- Food Systems
- Farm Management
- 4-H Youth
- Tribal Programming





# Why does it work?

## Blends theory and practice

Core Components:

1. Appreciative Inquiry
2. Participatory Approach
3. Group Interviewing & Reflection
4. Radiant Thinking



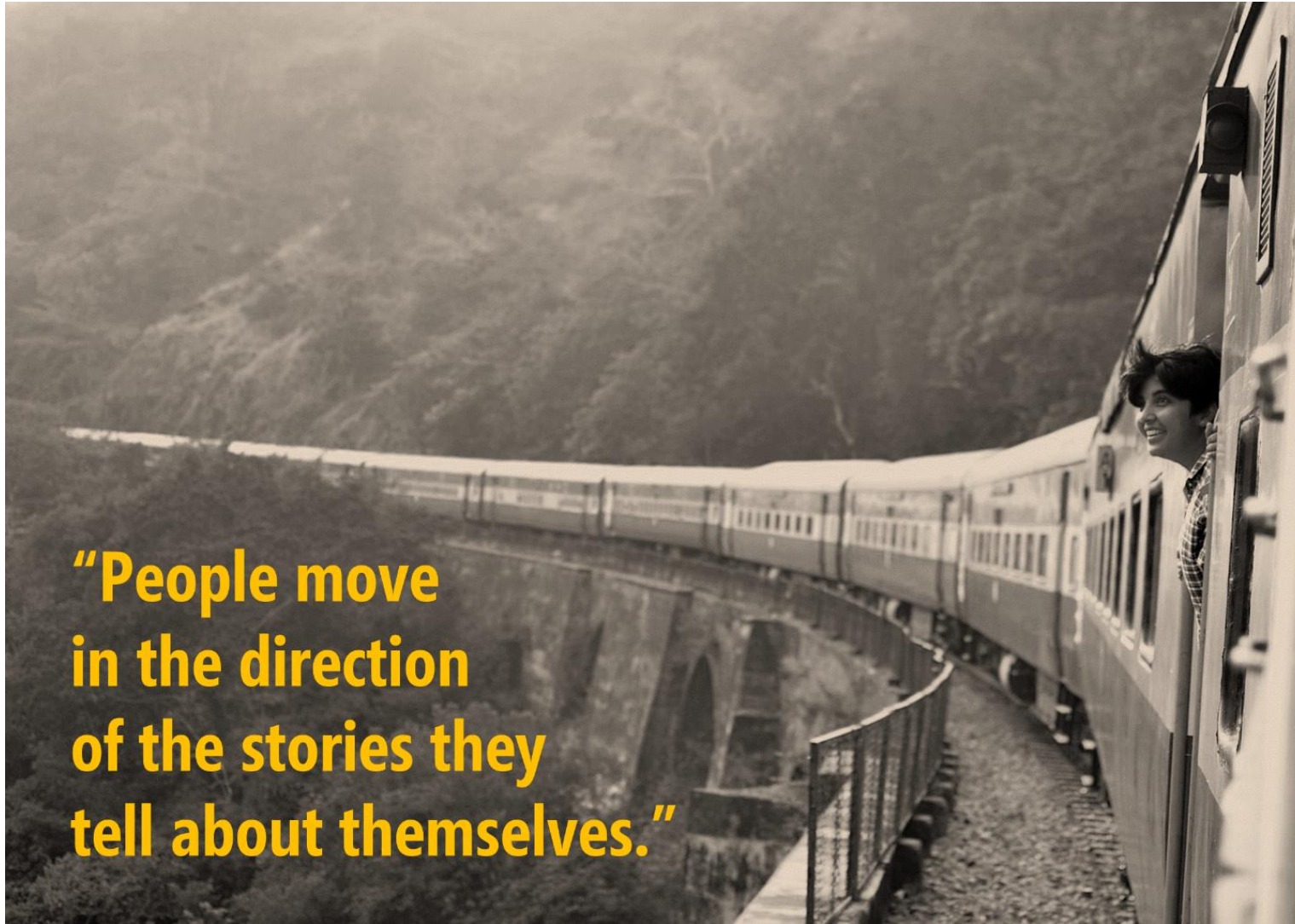
# Step 1: Appreciative Inquiry

**Positive Framed  
Questions**

**General focus  
for small group  
interviews.**



# Step 1: Appreciative Inquiry





## Reflect and Learn

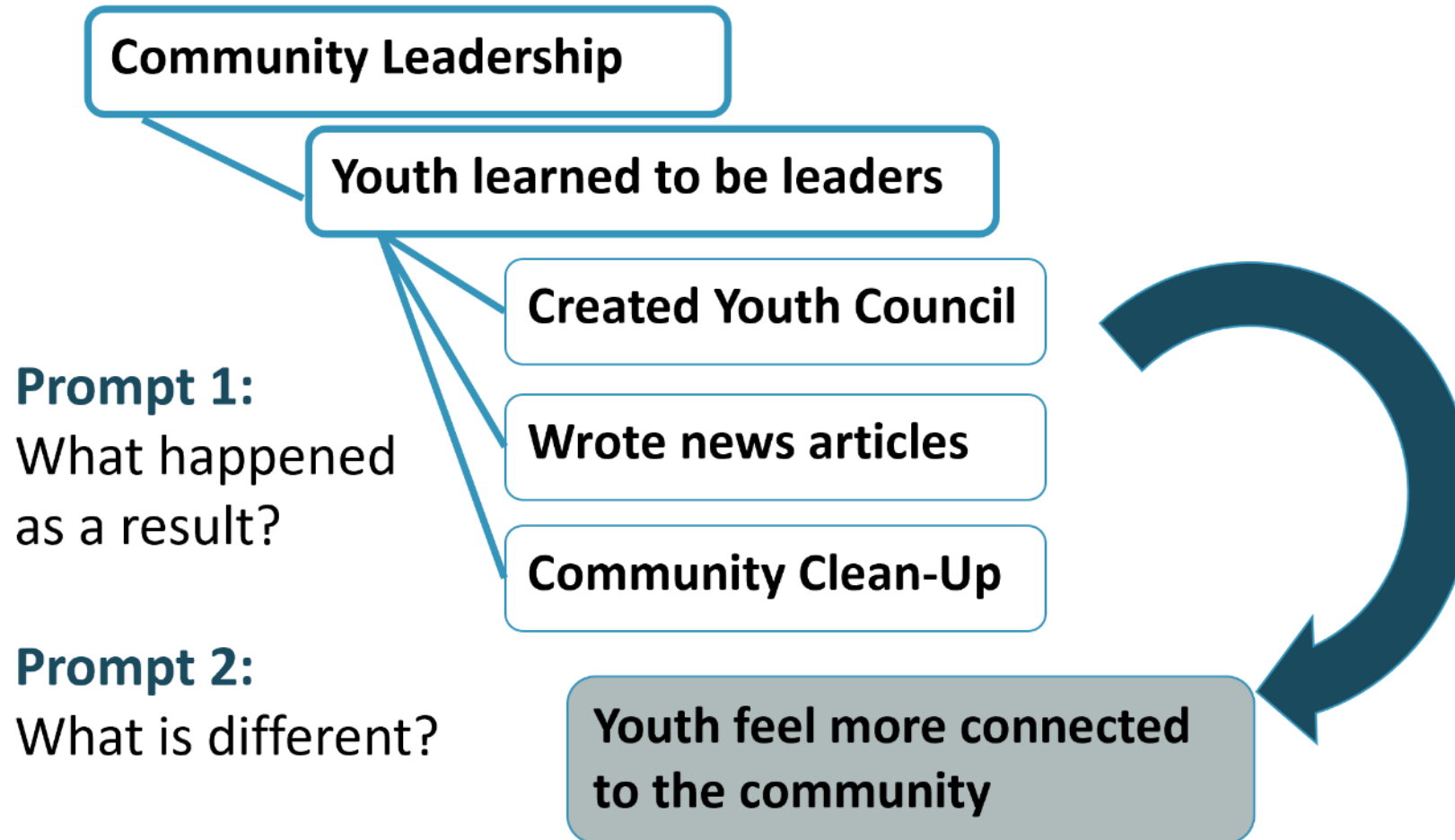
When thinking about your work, what makes you the most proud?

What changes have occurred as a result of our work?

# Step 2 & 3: Mapping the Stories



# Useful Prompts are Critical



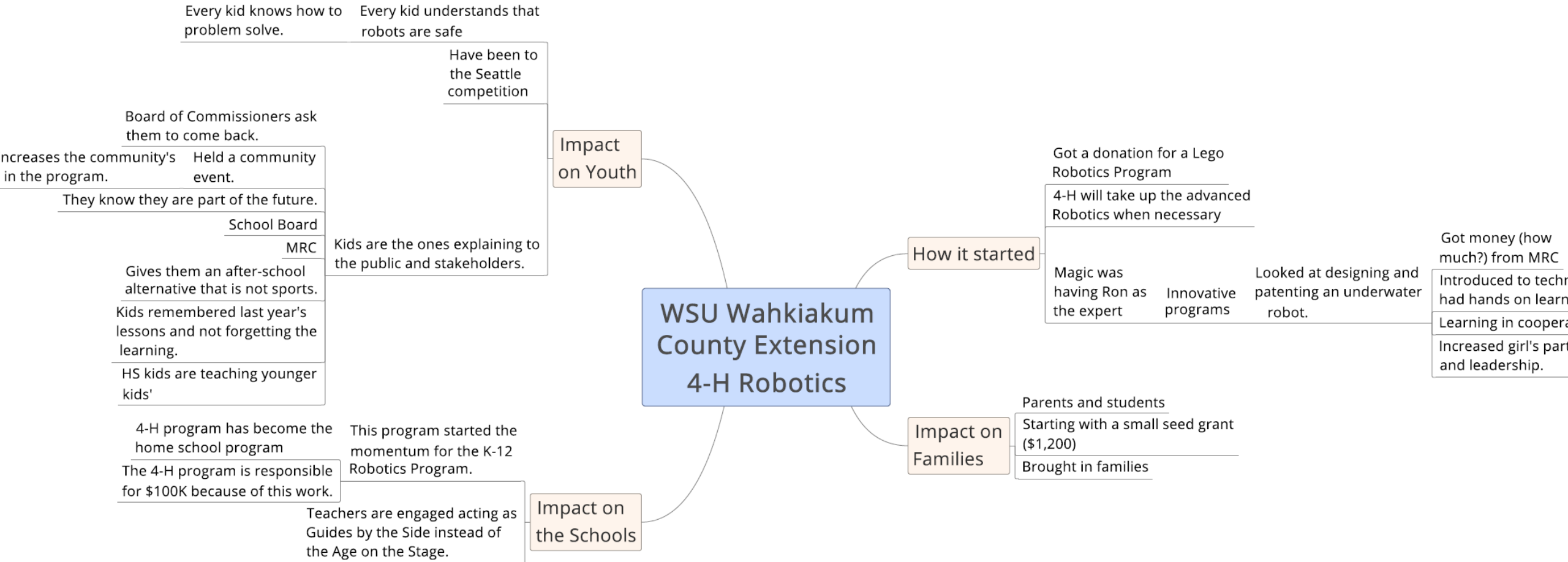
# Step 4: Coding the data

Capitals	Social	Cultural	Human	Financial
Provide a wide variety of opportunities	S	S	S	
Helps youth develop in an environment of unconditional acceptance	S	S		
This is inclusive and accessible to all in the community	S			
There is a cultural value of enrichment		M		
Confidence builder	M			
Has developed the theater into a legitimate organization				M
One youth received a degree from Yale Theater			M	
Now earning his living in Europe performing.				M
"A huge amount of community support."	M			
A girlfriend of one of the boys in a play (dropped out of college)			M	
Was convinced to become one of the leads.	S			
"The change in her was just phenomenal."			M	
She went to Spokane and was talking about heading to college.				S
Park Avenue Players has gained legitimacy	M	M		

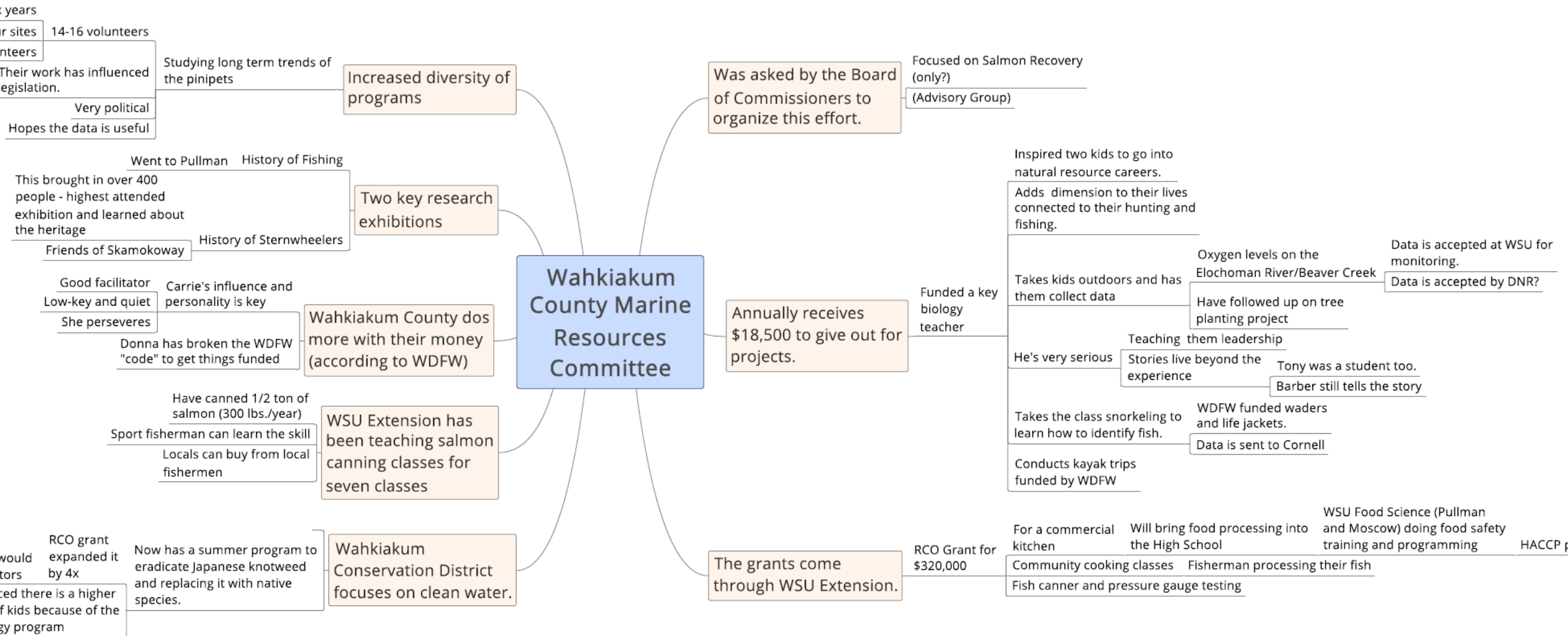
Outcomes: S = short term/learning; M = medium term/doing; and L = long term/systemic change



# Example Map: Youth development



# Example Map: Economic development



# Reporting Ripples: County Impacts

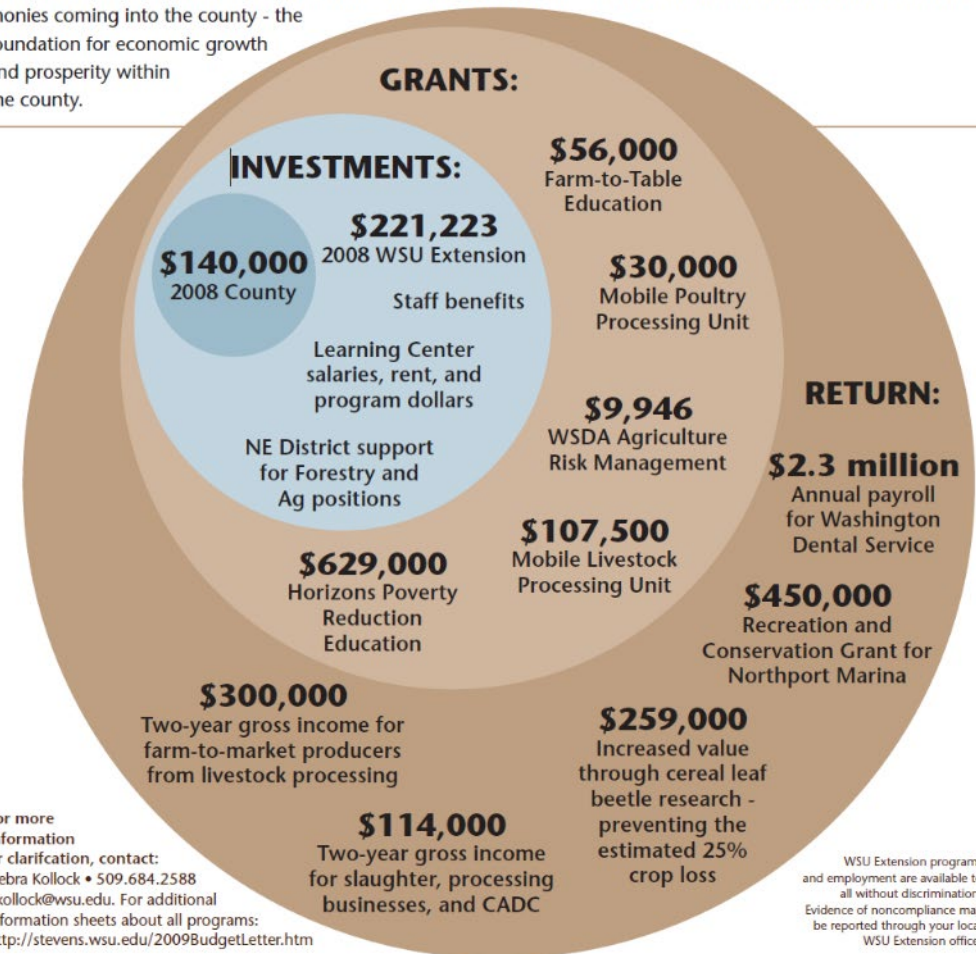
WASHINGTON STATE UNIVERSITY  
STEVENS COUNTY EXTENSION

**Return on  
Investment:  
Ripple Effect**



WASHINGTON STATE UNIVERSITY STEVENS COUNTY EXTENSION

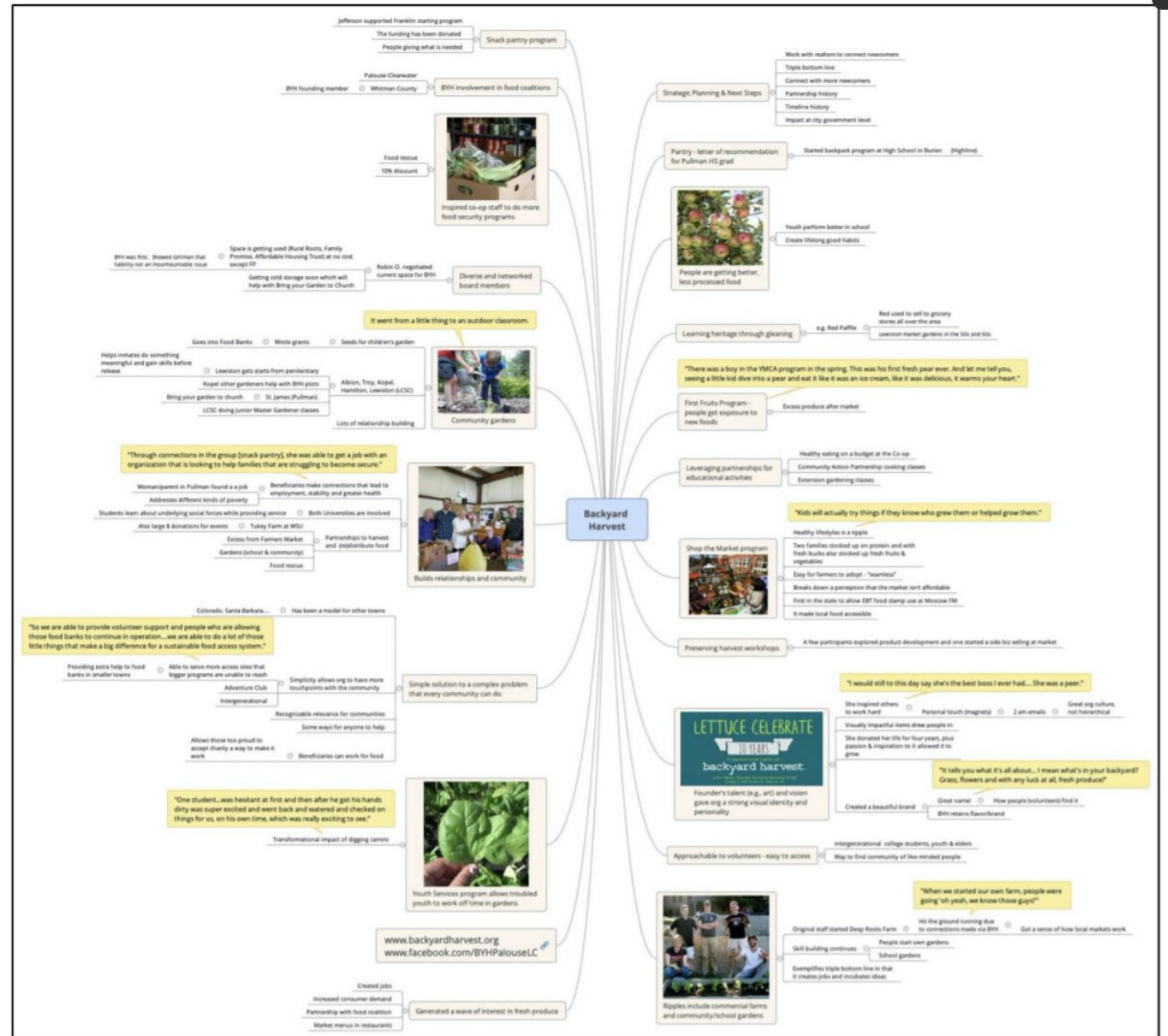
WSU Extension leverages the county dollars into real financial benefit for individuals and businesses. The ripple effect is demonstrated below, the numbers in the blue area are one-year investments. The tan circles indicate actual fiscal impact for the past five years, the present, and the future. All WSU dollars and grant dollars are outside monies coming into the county - the foundation for economic growth and prosperity within the county.



For more information or clarification, contact:  
Debra Kollock • 509.684.2588  
dkollock@wsu.edu. For additional information sheets about all programs:  
<http://stevens.wsu.edu/2009BudgetLetter.htm>

WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local WSU Extension office.

# Digital Map with Photos and Quotes Embedded





# Closeup: Pull quote and photo

"Through connections in the group [snack pantry], she was able to get a job with an organization that is looking to help families that are struggling to become secure."

Woman/parent in Pullman found a job

Addresses different kinds of poverty

Beneficiaries make connections that lead to employment, stability and greater health

Parents learn about underlying social forces while providing service

Both Universities are involved

Also large \$ donations for events

Tukey Farm at WSU

Excess from Farmers Market

Gardens (school & community)

Food rescue

Partnerships to harvest and (re)distribute food



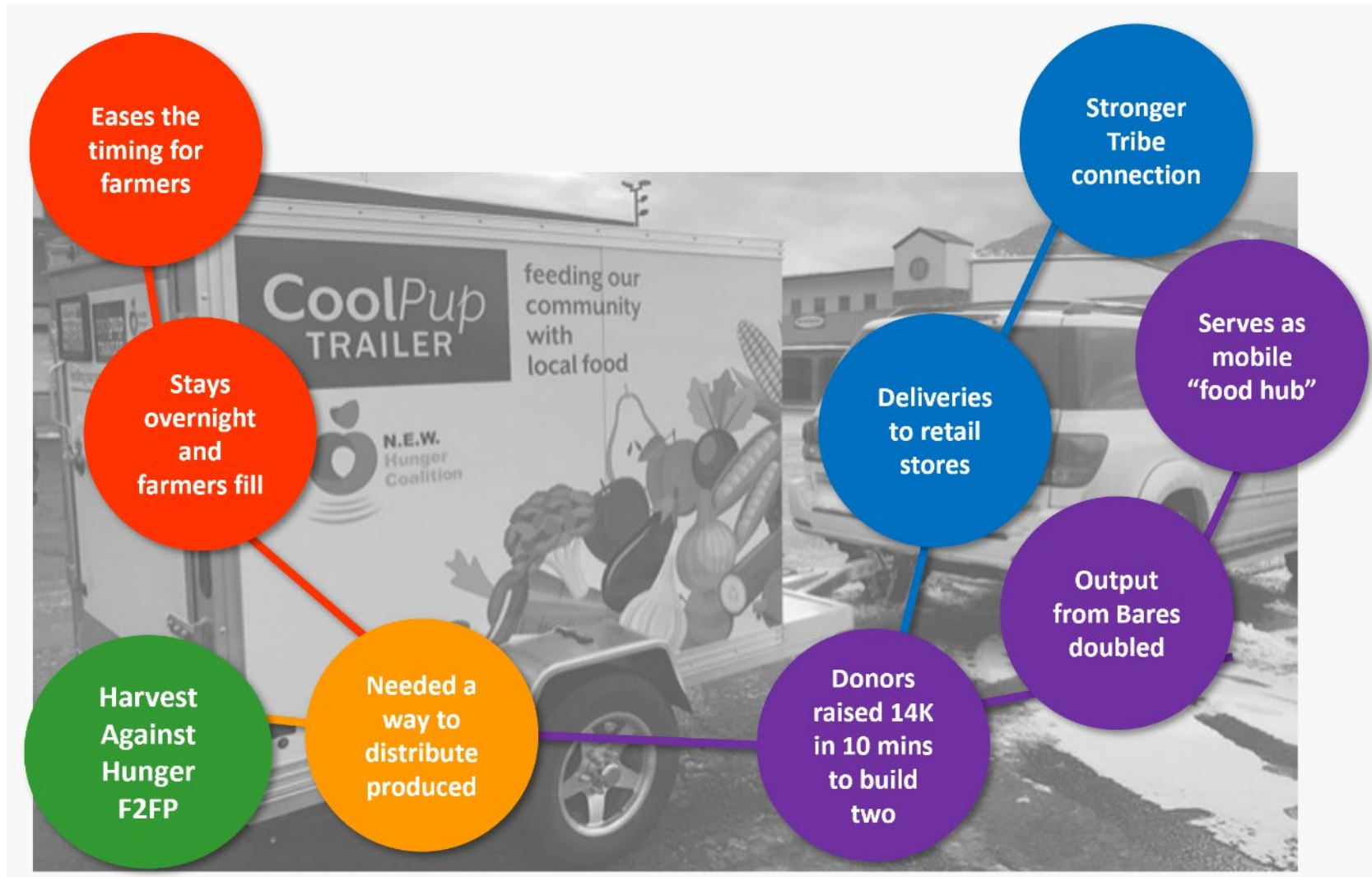
Builds relationships and community

# Reporting Ripples: CoolPup Trailers





# Reporting Ripples: CoolPup Trailers



# Participant Quote:

“We used to  
be afraid of  
each other,  
and now we  
aren’t.”

NEW Hunger  
Coalition





# Participant Quote:

“We want to increase tourism AND enhance the livability for people who are already here.”

Chewelah Arts District Planning Team



# Final Reflection

The power of Ripple Effects Mapping rests within its flexibility; it can be used across multiple settings and with various types of participants to document the intended and unintended effects of program, project, community, coalition, and systems work.



Questions?



# Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

*Thank you!*





Thank you!





# References

## **A Field Guide to Ripple Effects Mapping**

*Scott Chazdon, Mary Emery, Debra Hansen, Lorie Higgins, and Rebecca Sero*

## **Ripple Effects Mapping: Advanced Facilitator Guide for in-depth rippling**

*Debra Hansen, Lorie Higgins, and Rebecca Sero*

## **WSU Extension Project and Program Evaluation Website**

<https://ppe.cw.wsu.edu/ripple-effects-mapping/>

# Contact Information



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