



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

What is Ripple Effects Mapping?

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April 27, 2023

Do you ever
feel like this
after conducting
an evaluation?



Challenge:

Your impact
may not be
evident for a
long time.

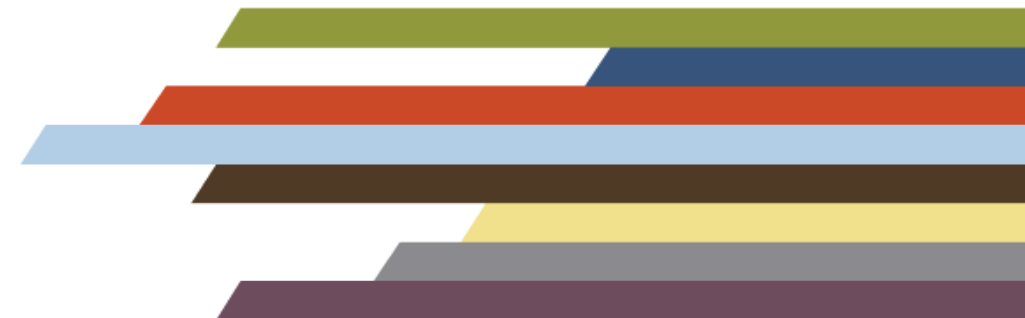




Questions We Ask Ourselves...

Are we making a difference?

If so, how much and in what ways?



Ripple Effects Mapping

Participatory
Evaluation

Intended &
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

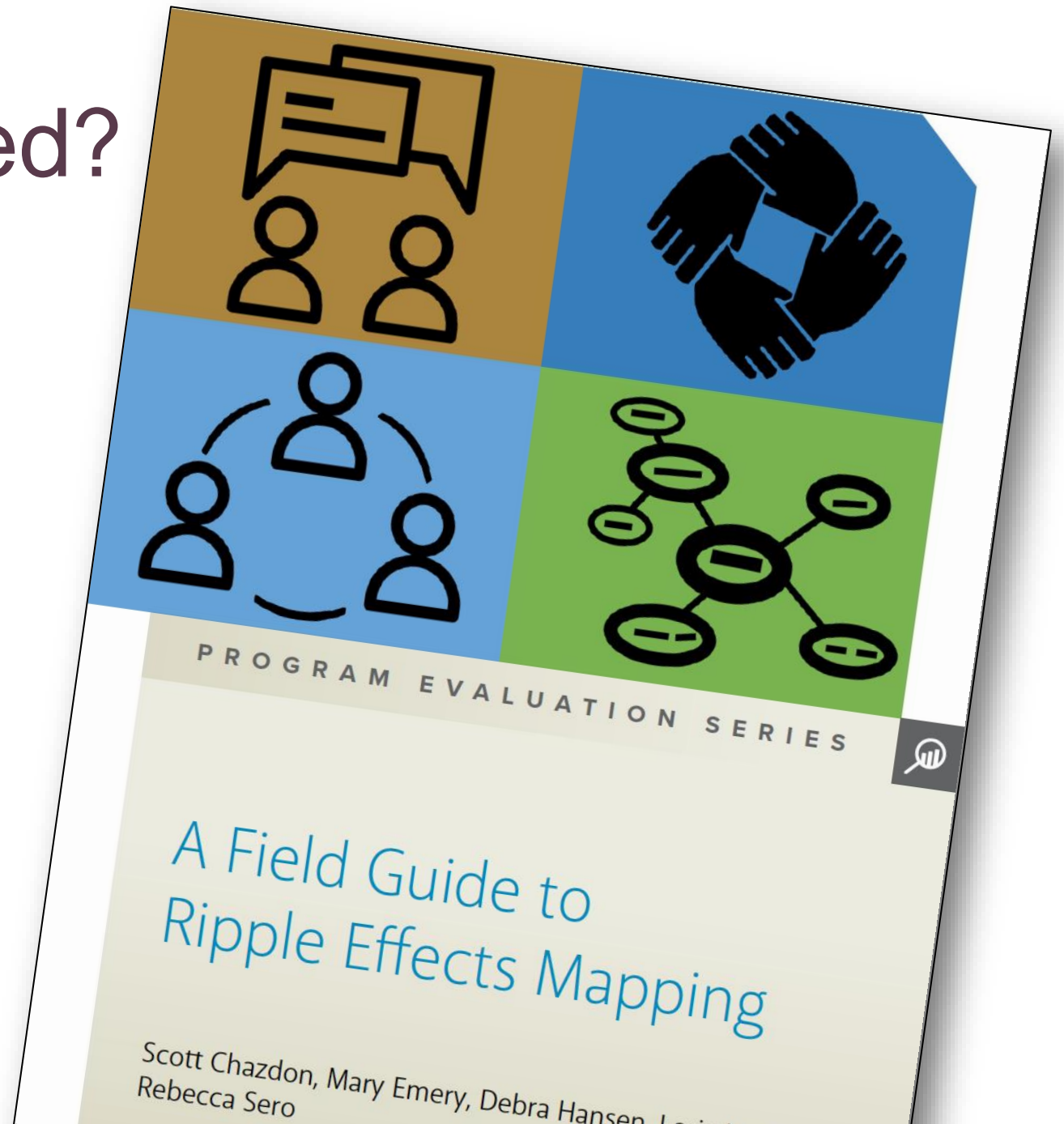
When outcomes
difficult to
**conceptualize
& measure**
with other
methods


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?

Blending Theory & 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.**





Reflect & Learn

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

What changes have occurred as a result of your work?

Step 2 & 3: Mapping the Stories

The screenshot displays the MotorCities REM.xmind application. The title bar shows the file name "MotorCities REM.xmind" and standard window controls. The menu bar includes "File", "Edit", "View", "Insert", "Modify", "Tools", "Window", and "Help". The toolbar contains icons for home, save, undo, redo, print, link, unlink, and a dropdown menu. The main workspace shows a map of the MotorCities National Heritage Area, with a blue rectangular box labeled "MotorCities National Heritage Area" in the center. A vertical toolbar on the right side contains icons for layers, pan, zoom, and other map-related functions. The status bar at the bottom indicates "Sheet 1" and "Topic (MotorCities National Heritage Area)". The bottom right corner shows "Auto Save: OFF" and "EXTSERO2".

MotorCities REM.xmind

File Edit View Insert Modify Tools Window Help

MotorCities REM

MotorCities National Heritage Area

Sheet 1

Topic (MotorCities National Heritage Area)

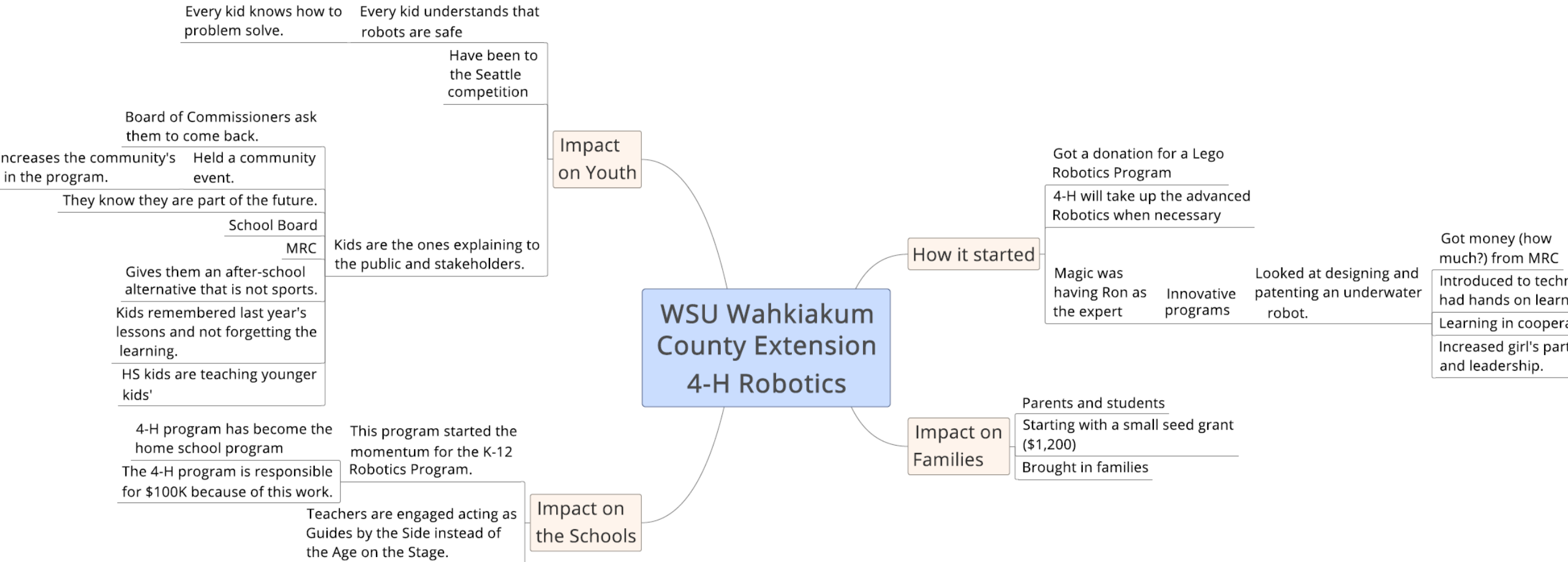
Auto Save: OFF EXTSERO2

Step 4: Coding the Data

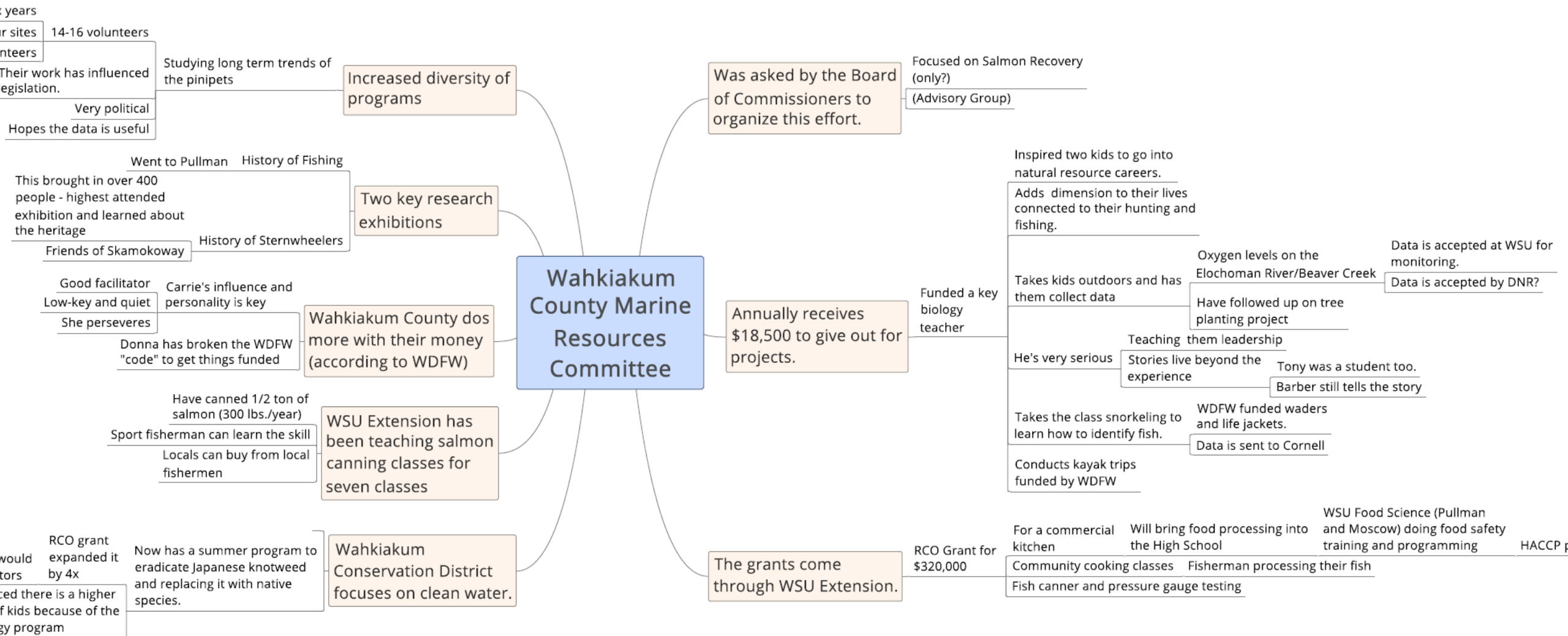
Capitals	Social	Cultural	Human	Financial
Provide a wide variety of opportunities	S	S	S	
Helps youth develop in an environment of unconditional acceptance	S	S		
This is inclusive and accessible to all in the community	S			
There is a cultural value of enrichment		M		
Confidence builder	M			
Has developed 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

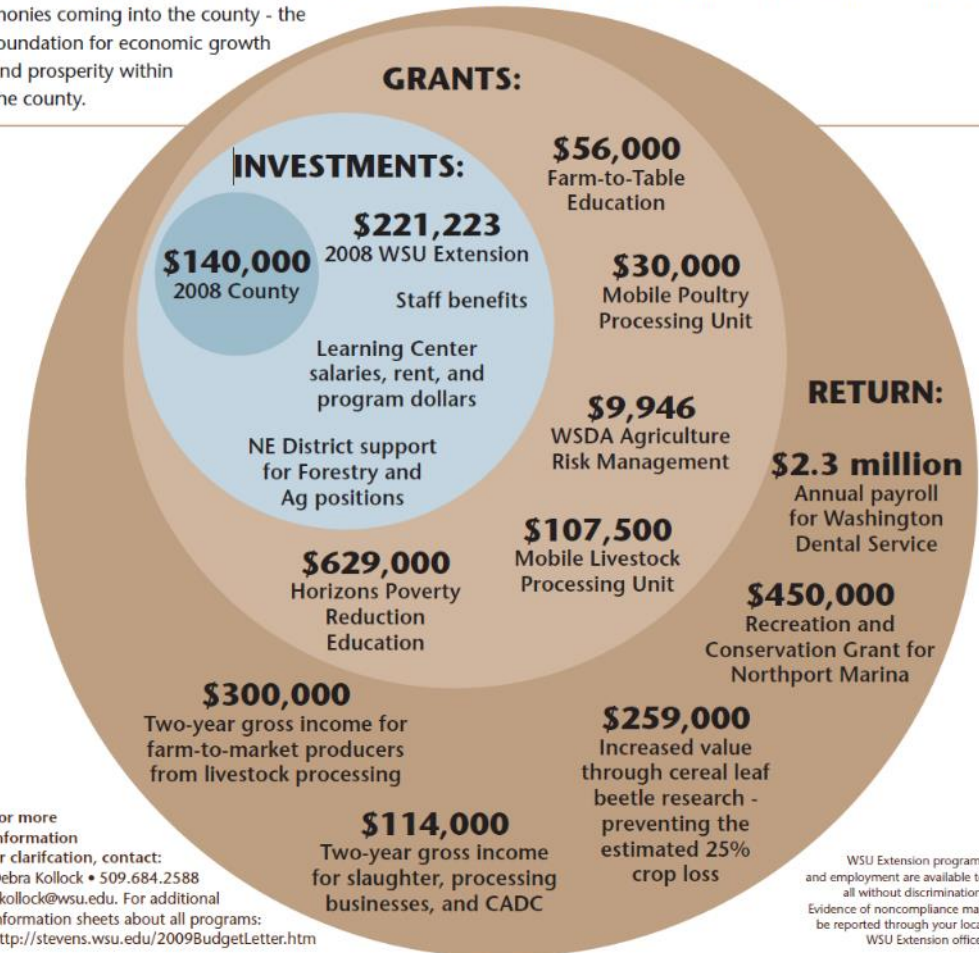
WASHINGTON STATE UNIVERSITY
STEVENS COUNTY EXTENSION

Return on Investment: Ripple Effect



WASHINGTON STATE UNIVERSITY STEVENS COUNTY EXTENSION

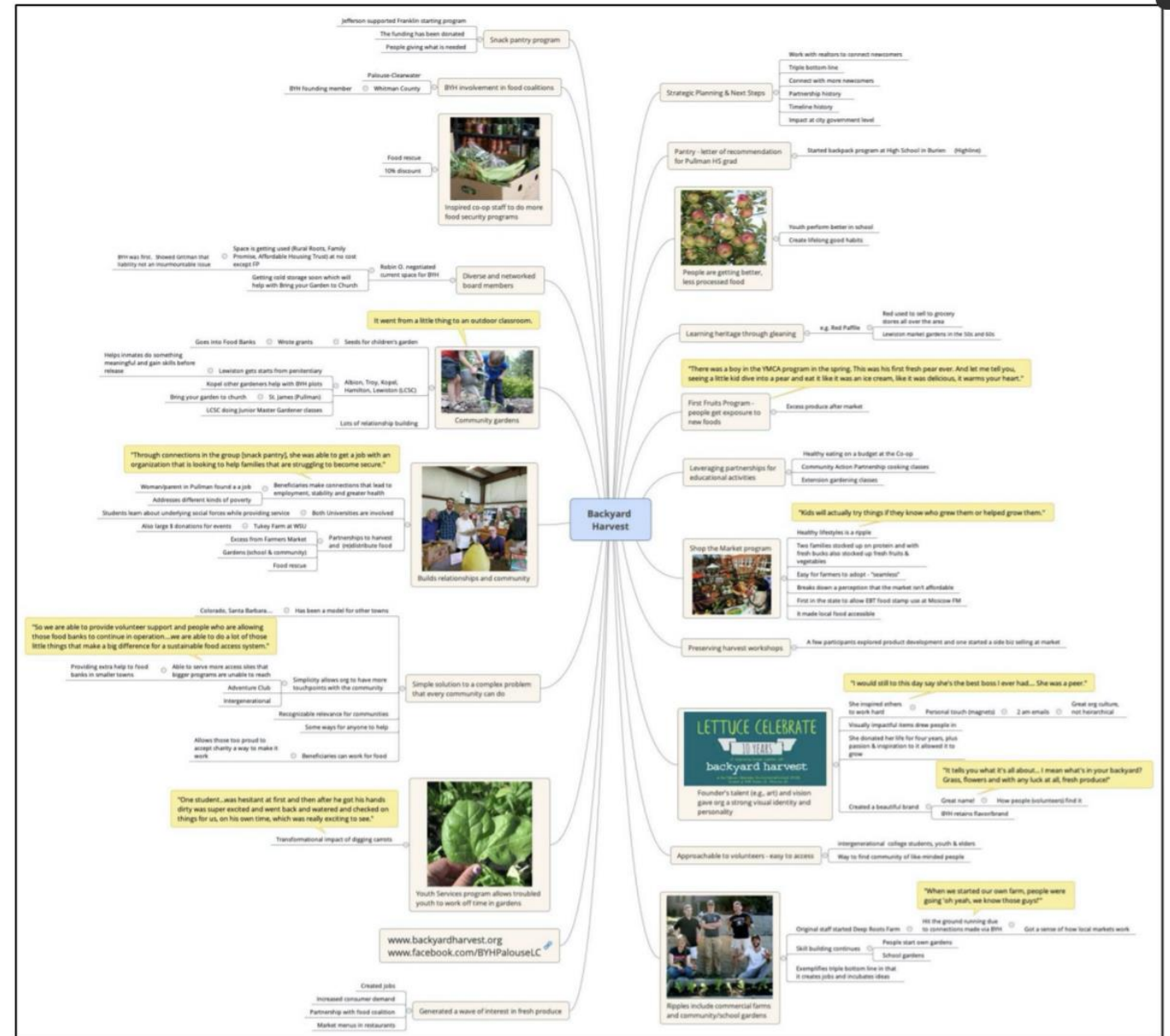
WSU Extension leverages the county dollars into real financial benefit for individuals and businesses. The ripple effect is demonstrated below, the numbers in the blue area are one-year investments. The tan circles indicate actual fiscal impact for the past five years, the present, and the future. All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

Participants 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

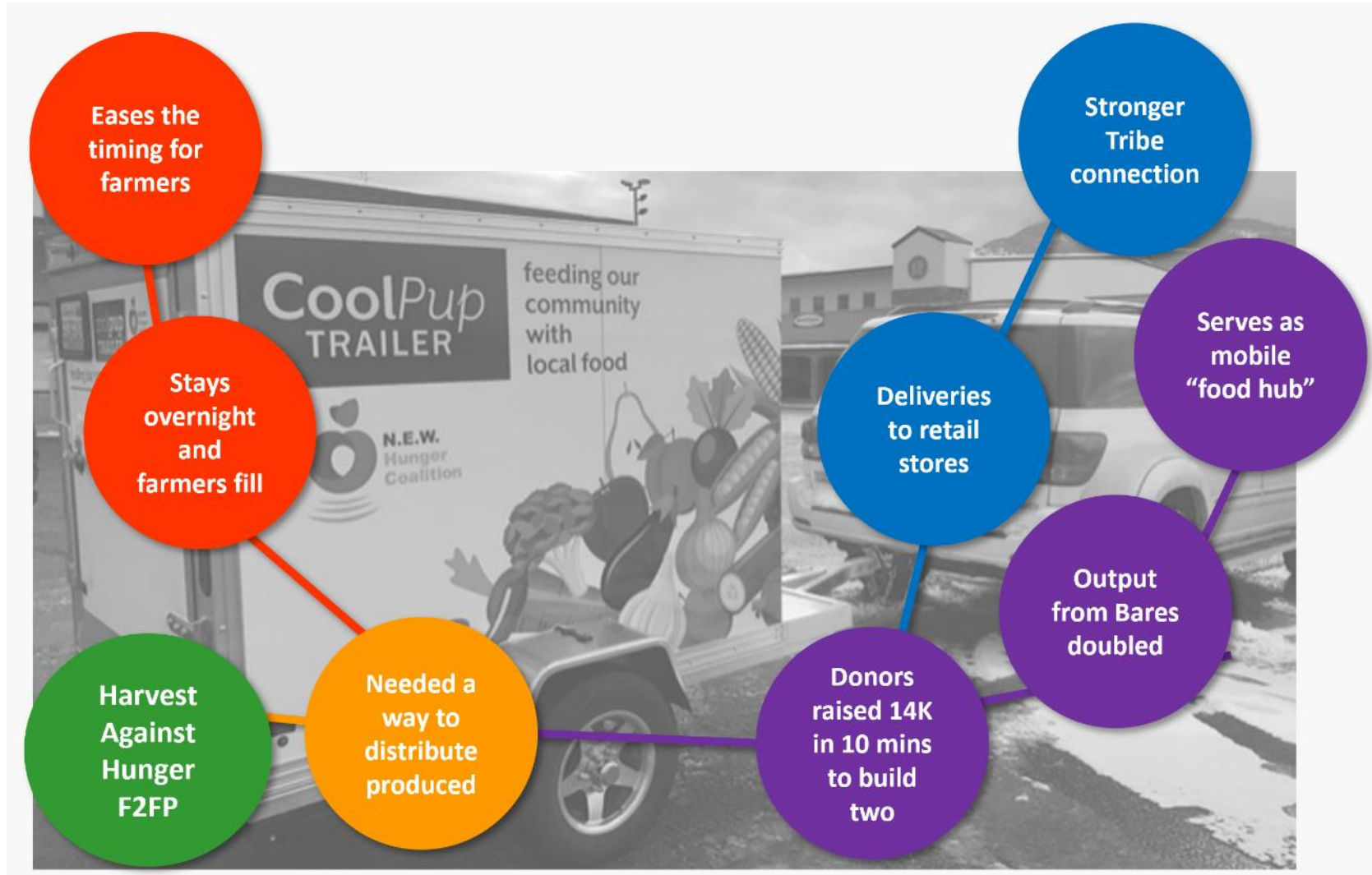


Builds relationships and community

Reporting Ripples: CoolPup Trailers



Reporting Ripples: CoolPup Trailers Impact



Participant Quote:

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

NEW Hunger
Coalition

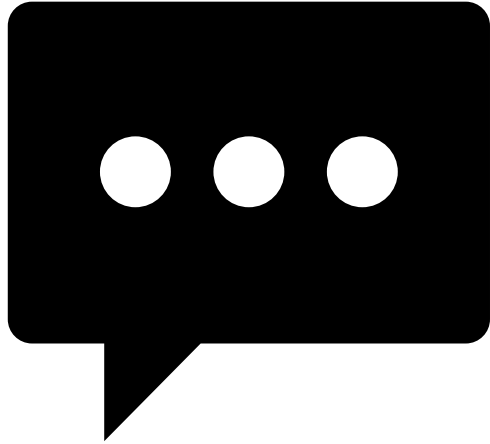


Participant Quote:

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

Chewelah Arts District Planning Team





Hear from your Peers!

Testimonials from Recent
REM Course Participants

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.



Apply Today!

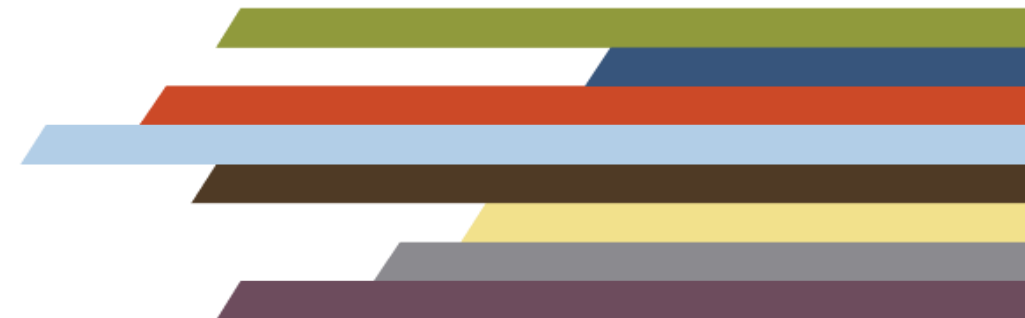
Ripple Effects Mapping Intensive Learning Series

May 30 – 12:30-2:00 CT

June 6 – 10:30-12:00 CT

June 13 – 12:30-2:00 CT

June 20 – 10:30-12:00 CT





Questions?



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/>



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