Measuring Change: 2017 Impact Assessment and Evaluation

Total Players: 3,445
Sample Size: 50%
Pass It Back is an innovative Sport for Development program led by ChildFund in partnership with World Rugby, Asia Rugby and Women Win. The program aims to equip children and young people in Asia to overcome challenges, inspire positive social change and ‘pass it back’ to their communities. Using Get Into Rugby, a World Rugby program to grow the Game globally, the program gets children and youth to Try, Play and Stay in the Game. It is a part of the Impact Beyond Rugby World Cup 2019 programme (‘Impact Beyond 2019’), which will increase awareness and sustainable growth of rugby in Asia. Pass It Back delivers an integrated rugby and life-skills curriculum in a safe environment that promotes the values of the Game and builds a new generation of leaders in disadvantaged communities across Asia.
The low sport participation rates for girls in rural communities in Laos prior to Pass It Back demonstrates the need to place a specific emphasis on increasing access to sport and life-skill learning for females. With consistently high female participation, rugby is proving to be a successful tool that girls are taking ownership of.
Across both countries, there was a positive increase in players who positively responded to the notion of equal engagement with school for boys and girls. This is linked to the positive content that is delivered around gender equity linked to the importance of equal opportunities for all in the communities in which Pass It Back is delivered.

The majority of players agreed that both parents should take care of children, but there was an increase of 17% in those who strongly agreed with the statement. Interestingly, girls from both countries were more likely to agree, with girls positively shifting an average of 20% compared to 14% for males.

Both Parents Should Take Care of Their Children

46% Percentage of players who **strongly agreed** **BEFORE** starting Pass It Back

63% Percentage of players who **strongly agreed** **AFTER 6 MONTHS** of Pass It Back

Girls Should Be Able To Stay In School As Long As Boys Do

39% Percentage of players who **strongly agreed** **BEFORE** starting Pass It Back

56% Percentage of players who **strongly agreed** **AFTER 6 MONTHS** of Pass It Back
Pass It Back delivers positive learning opportunities around leadership and gender; as can be seen from these results, although much work remains to be done. Even with a relatively limited engagement across 32 sessions, positive attitude changes can be demonstrated. Complemented with qualitative information, it is anticipated that actions based on these changes can also be demonstrated.

**Threats Are A Form of Violence**

- 42% of players who agreed or strongly agreed before starting Pass It Back.
- 79% of players who agreed or strongly agreed after 6 months of Pass It Back.

**Boys and Men are Better Leaders Than Girls and Women**

- 11% of players who strongly disagreed before starting Pass It Back.
- 22% of players who strongly disagreed after 6 months of Pass It Back.

Pass It Back builds understanding around the impacts of different types of violence in communities, including strategies to mitigate and reduce the effect of violence on young people.

The impacts of violence disproportionately affect women and children, particularly those from disadvantaged communities.
Measuring Change
Our Players: Economic Empowerment

I Am Saving Money To Reach A Goal

- **60%**
  - Percentage of players who answered *yes BEFORE* starting Pass It Back

- **74%**
  - Percentage of players who answered *yes AFTER 6 MONTHS* of Pass It Back

One Day I Will Get A Job

- **35%**
  - Baseline

- **46%**
  - Endline

Positive Shift

This indicator strongly links to young people’s outlook for the future, which in turn is a strong indicator of their resilience.
Players across both countries demonstrated a huge increase in knowledge around rugby’s values and rules, with the most significant change in Vietnam (74% increase for self-reflection on their knowledge of the rules and values of rugby, 82% in correctly identifying these values and 83% in correctly identifying the scrum makeup).

This is consistent with rugby as a new sport in Vietnam and demonstrates that with a relatively short time period, players can confidently participate in, and identify with, the sport; this critical in building a generation of national players that own the sport.

Do You Know The Rules And Values Of Rugby

<table>
<thead>
<tr>
<th>Percentage of players who answered yes</th>
<th>BEFORE starting Pass It Back</th>
<th>35%</th>
<th>92%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of players who answered yes</td>
<td>AFTER 6 MONTHS of Pass It Back</td>
<td>92%</td>
<td></td>
</tr>
</tbody>
</table>

What Are The Values Of Rugby?

- Correct: 17% (Baseline), 93% (Endline)

How Many People Per Team In A Scrum

- Percentage of players who answered correctly BEFORE starting Pass It Back: 14%
- Percentage of players who answered correctly AFTER 6 MONTHS of Pass It Back: 81%
In total 595 players left the program (17% of total players who registered and attended at least one session). As can be seen, the major issue that the program has control over is the quality of delivery and ensuring that sessions are enjoyable for young people participating - this issue is reducing as coaches become more competent with content (evidenced by the significant decrease in Round 2 and 3 players citing uninterested as their reason for leaving).

In terms of impacts at home, which are more difficult to address, the program continues to push flexible delivery options to respond to individual needs as much as possible. The program also needs to look at how to engage more effectively with the issue of early marriage in the communities in which we work.
A number of key learnings have been identified during the first 18 months of Pass It Back:

i) Rugby, as a relatively unknown sport in communities, provides a strong platform for equitable gender engagement as there are no preconceptions attached to the sport. Preconceptions that associate the sport with violence (usually linked to American Football) are quickly overcome with the introduction of tag rugby and indeed, many players have enjoyed their engagement with contact rugby through activities outside the program led by the Lao Rugby Federation in both Laos and Vietnam.

ii) The extremely challenging implementation context is Laos is a good measure of how the program may play out in some of the most challenging contexts in the region; whilst the depth of engagement is not at the level of Vietnam, Laos demonstrates that even in the most difficult circumstances, rugby can effectively provide a platform for life-skills learning.

iii) Pass It Back is playing a role in demonstrating the opportunities for personal development for young people through sport and life-skills education and consequently, coach attrition for the program to date has been extremely low. This provides a strong platform to build and expand impact of this integrated rugby and life-skills program.