



**AIRBEL
CENTER**

DESIGNING & TESTING SOLUTIONS IN CRISES

Becoming One: Initial Insights

November 29, 2017

Goals: User Experience and Skill Development

Happiness

Users feel like their experience is unique, positive and valuable. FLs and couples become advocates for the program.

Engagement

Couples attend and participate fully. Couples continue to find value in the sessions and their interest increases.

Increase Cost Effectiveness

Couples attend and participate fully. Couples continue to find value in the sessions and their interest increases.

Retention

Couples attend consistently and FL see their church grow. Couples attend the program consistently and FL see spillover into other aspects of their church growth.

Adoption

FL launch and recruit dedicated couples from the church and community. FL are able to mobilize an adequate number of dedicated couples and couples discover and attend the program.

Task Success

Users are able to complete the curriculum. Pastors are able to clearly instruct couples and couple's are able to practice in class and at home.

Communication

Couple's communication increases. Couples are able to communicate more effectively, experience an increase of sharing and intimacy and avoid arguments.

Emotional Regulation

Men and women are able to identify and quell their impulse to quickly become angry. Men and women are able to calm themselves and think before they create heated situations.

Sexual Pleasure and Consent

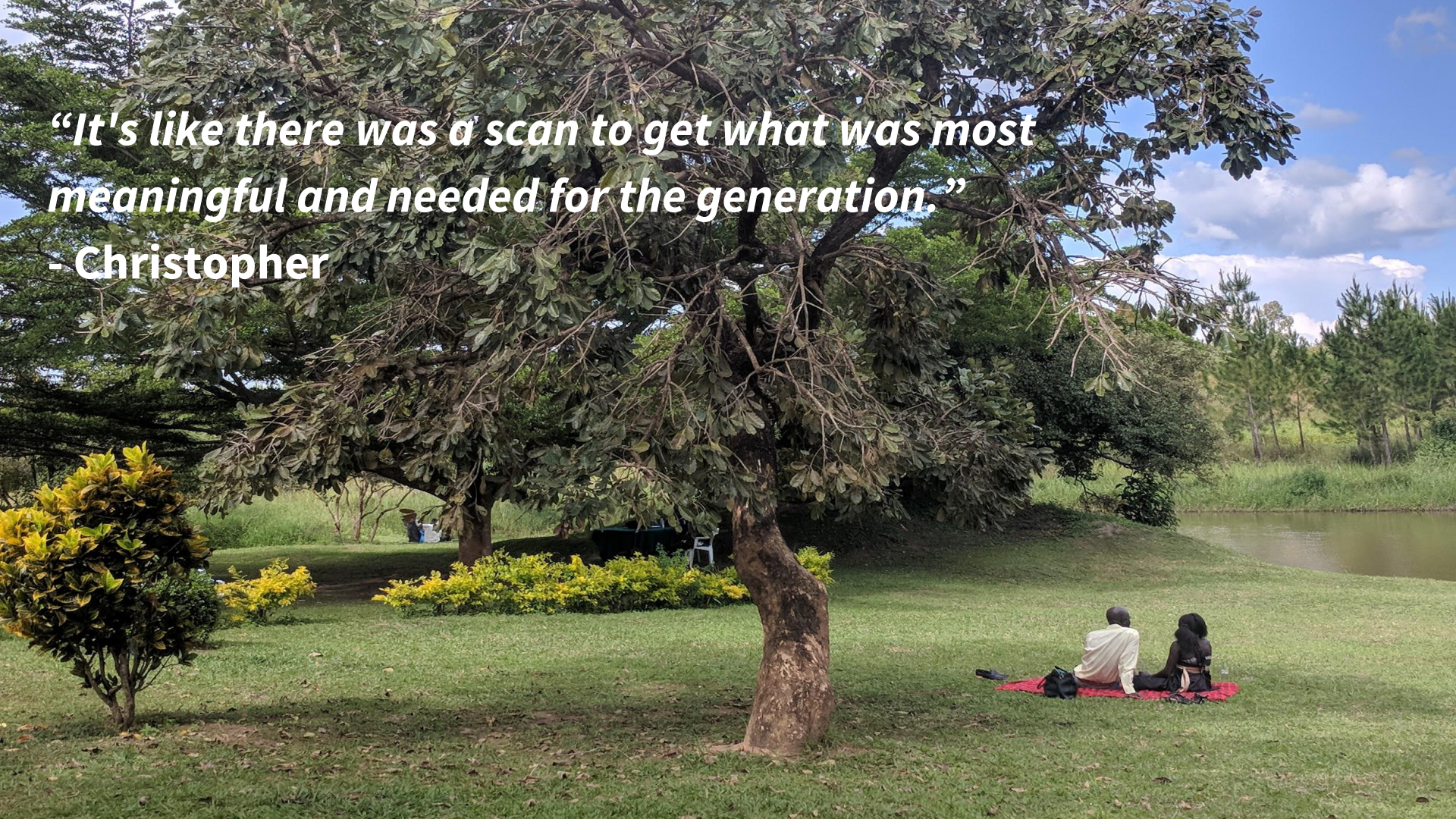
Men seek consent and women experience more sexual agency and pleasure. Improve women's control over their sexual experience.

Increase Financial Decision Making for Women

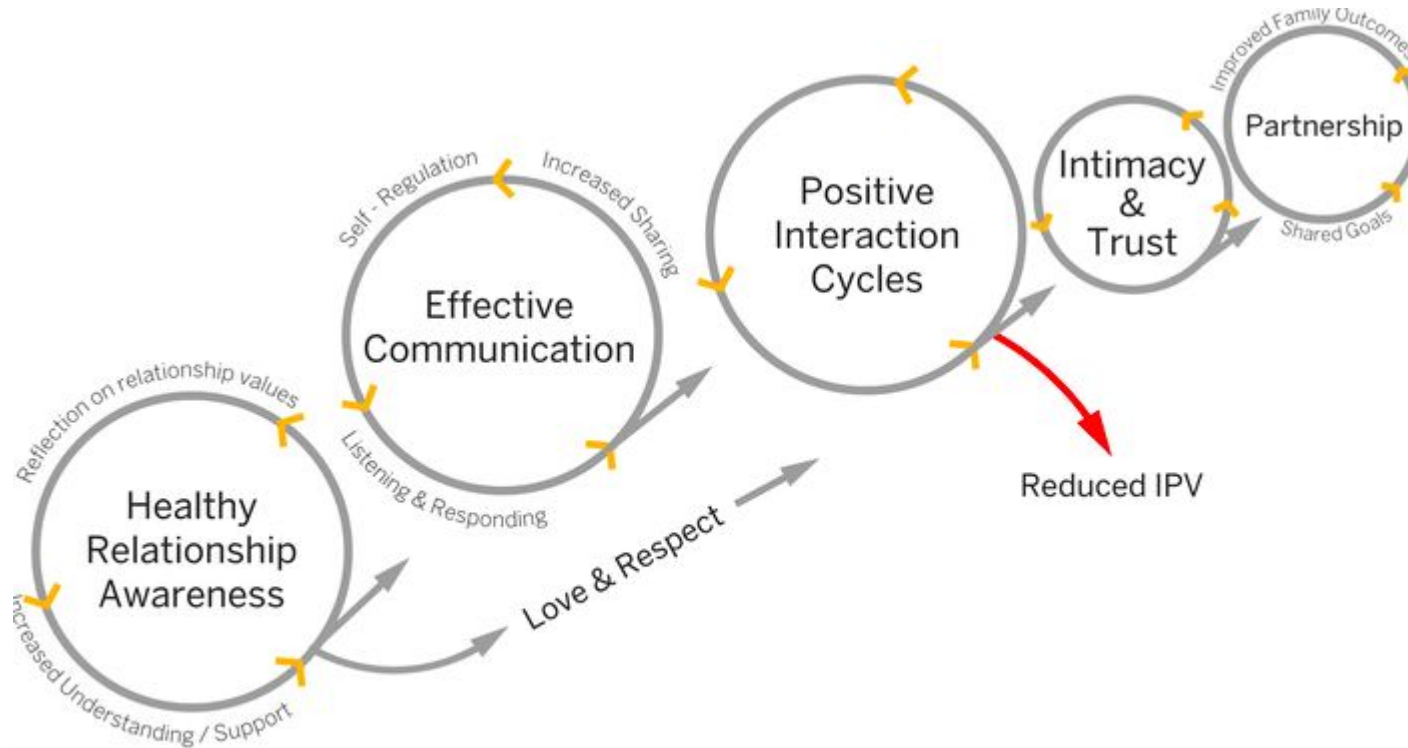
Women participate in more financial activities in the home. Women and men make financial decisions together.

“It's like there was a scan to get what was most meaningful and needed for the generation.”

- Christopher



Process of Change*



*As identified by Elizabeth Starrman, [Exploring Couples' Process of Change in the context of SASA: a violence against women and HIV prevention intervention in Uganda](#)

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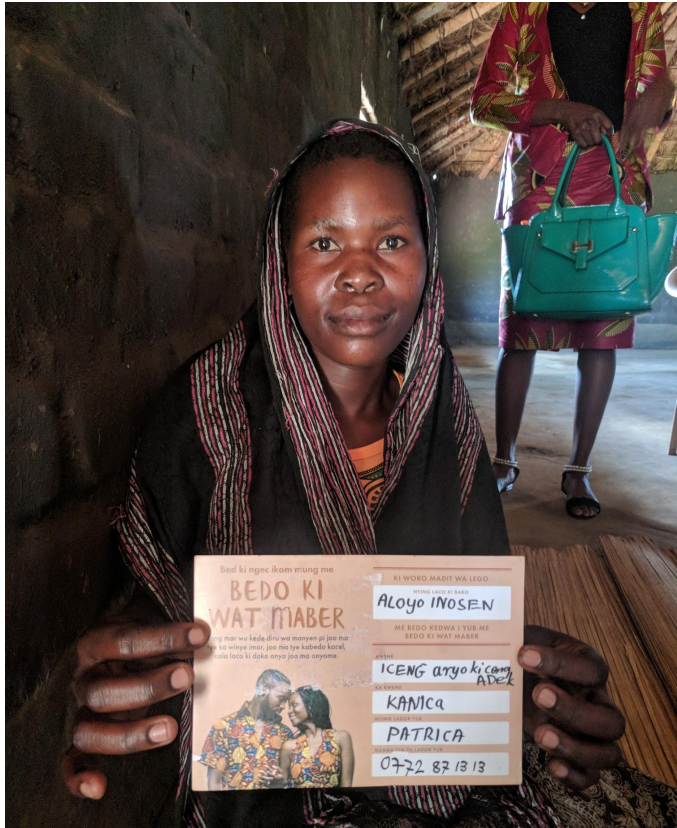
Appendix



We consistently heard about behavior change across nearly all of our skill based goals. We challenged ourselves to understand how this positive feedback might be skewed.

- People are overly positive
- We overly anticipate changes we will make in the future
- Relevant information is scarce, so good information is powerful.
 - *“People are not living the best lives in their relationships, they feel that it is a way of life but this is an eye opener that has helped them to see what a good relationship can be like and how it can be attained”*
- Sustainability and consistent change may not happen.
- Researchers developed relationships with many users and there was a personal incentive to share good news.

Who Attends: Couple's Profiles



Women Who Attended Alone (and some men too)

- (a) Women whose partners were “guilty”
- (b) Women whose partners were busy or worked remotely
 - Men were concerned about what women shared when they weren’t present
 - Women were able to change the behavior of men through their own change - find the story of the man drinking less and eventually coming (?)
 - When partners were unable to come, the women in category (b) still communicated the sessions and activities back to the men. The men learned the lessons through the women.
 - “The session is good because it is bringing positive change in my life as a person and marriage. We share after every session when he misses to attend”
 - She is free with the husband. They always share even when he doesn't attend the sessions

Committed couples, these couples came together.

- They characterize their change as bringing a benefit they didn’t know was missing. They describe the change as bringing new life back into their relationship, as though they were first dating.

Couple’s who didn’t move together. These were couples who lived together but had minimal interaction, especially outside the home. Inside the home they very much fulfilled their separate roles without acting as a single unit.

- I decided to attend the program believing it would heal my relationship. And that’s my motivation. And it’s helping because I’m seeing changes already.” - Samuel (she agreed)

Young dating couples who were primarily interested in Sex sessions. They were not committed to each other and were in and out of the sessions. These couples required follow up from the Faith Leaders to try to achieve regular attendance.

Ideal Faith Leader Profile

FL Commitment and Qualities

- Good and Bad FLs were evident from the get go
- FL were incredibly supportive - watch others and attend other's sessions to learn, lead session for those who are not experienced. i.e. priest who can't lead a sex session
- WhatsApp was a motivating community where FLs "reported" progress and success in mobilization to one another. They would post photos of their sessions. They felt it was a forum in which they could hold each other accountable. ON the negative side it also spurred FL on to combine sessions when they felt they needed to "catch-up" with other FL who were reporting that they were on a later session.
- The best FLs followed up with couple's, called them, did home visits, made themselves available by phone 24/7

Faith Leader characteristics which affect the program's success

- Age
- Education
- Marital status
- Had a church congregation of more than 20 individuals
- Leadership position in the church and the community
 - Not all Faith Leader recruited by World Vision were in fact Faith Leaders in the church
- Experience in counseling
 - *"It is very easy to recreate, also because I am a facilitator of life skills, which involves teaching parenting"* - Pr Ocakacon Nelson
 - Norah, komakech, Kolo David ,Rev Dennis Okot , Concy who have experience in couple counseling have better facilitation skills and with no attendance fluctuations.

These characteristics determine:

- Topics that they are comfortable moderating
- Their interpretation the materials
- Their mobilization capability
 - Samson Okello, Acito Irene, Freeman Sunday who are all young have registered mainly youth in their sessions
- If couples turn up after mobilization
- If they are able to retain couples
- Respect from participants
- Attendance fluctuations

Design Learnings

Design Learnings

Fail Safe Design

"We have started doing home practice on our own because we were not given directives on this. We are also practicing calming methods and CLEAR rules when we are having any discussions or solving any issues"



Even if only a woman came...

- She would go home and change her reactions, communication, emotional regulation and the husband would notice the change and positively respond. A positive feedback loop was created. Successful change does not require both parties to attend the program.
- *"One woman's husband has never attended but the woman goes back to share the session and there is change in their relationship"* - Faith Leader

Even if no or little Home Practice was done...

- Couples would still apply what they learned to their daily life. The skills were relevant, the situations they addressed common and easy to frequently apply. Their "favorite" activities represented the actives that were most relevant to their relationship challenges.
 - The husband admits to not having hard time to sit and actually do home practice but he is applying in his marriage lessons learned from the kit and from the session. "I calm myself mostly by giving her space when she is angry at me. I also don't talk to her when she is angry or in public about confidential matters." - Samuel

Even if FL didn't prepare...

- they could still deliver a meaningful and engaging session by improvising with the FL guide.
 - their skills allowed them to improvise successfully
 - the guide was clear enough for them to deliver the sessions at a glance
- *"Even if one hasn't prepared for the session, you can still facilitate"*

Even if a FL was unskilled, and misunderstood many activities...

- couples could still receive some benefit just by using the Couples Kits and having the most simplistic activities communicated by the FL. Things like the CLEAR Rules, calming methods and saving together were understood by couples no matter the capacity of the FL.
- *"It has good illustration that you can see and do before you are even given insight to clear and that's one thing I have loved about the book"* - Christine

Value of the Visuals: Guides and Marketing is aspirational



“The pictures have such powerful impact on me. I have learned a lot from it. I want to be like the happy couple who look so supportive.” - Vicky

“When I compare with the materials of life skills, these ones equip you in a way that is different. Some pictures even speak for themselves - people understand these more.” - Pr Ocakacon Nelson

Beautiful visual object

- *“I will keep referencing to the couple's kit as a reminder. Just in case I forget something.”*
- *“We were able to learn from this kit during the session and it kept reminding us during our revision at home, during our free time”*
- *“Just by holding it, you feel changed” - Michael*
- A man gave a testimony of how he initiates home practice by putting the guide on the bed as a sign that they have to do the home practice
- Rev norah- *“They really like it and I look at it as a motivating factor because they go back home with them and helps to reflect on the lessons learnt”*
- Should be translated into local language, despite illustrations
- Couples didn't like that the marker wiped off and adapted the guide so they inserted a paper in the section where they were supposed to write on the page.

Guide is a training tool for the other couples who did not attend the sessions

Images are aspirational

- The picture on the front page of the finance page is what motivated him to start saving together. *“I was inspired by the picture of the man saving together with the wife they look so happy doing it and from that we have decided to start saving together next year.”*

Works for illiterate users

- *“The guides have motivated them a lot. Some may not know how to read and write but they can always refer to them”*
- Sunday willy- *“If you can not read English very well, the pictures can explain to you for example the picture in sex where the man is thinking about sex and the woman is thinking about the garden”*

Biblical Grounding



Couples have confidence in the Program because it is grounded in Biblical Principles and Quotes

"It is bringing god into your home"

"It is God's word from the bible that reminds me to practice these" - Michael

- Many couples' have been motivated and testify to loving the program because it is grounded in biblical principles and texts.
- They trust that it is God's plan to have peaceful marriages
 - The program therefore is perceived as vessel through which God's will for their marriages is being manifested-
 - *Jessica-Opakasis Church- "The pastor relates every question to the bible, He has the ability to read more and internalize the bible. It encourages"*
 - *Alfred- Immaculate church- " We are now learning God's plan for man and woman through the sessions"*
 - *Solomon-St Peters COU- "I am a committed Christian, this program is a good one because it is backed by Biblical texts"*
 - *"The training is guided by Biblical content making me courageous and contented that it's not any other training."*

What Worked: Activities and Themes: General



"I used to think that I would never get anything good from trainings but this training has opened my heart and has changed me to a new person" -Faith Leader

- All three themes were seen as highly relevant and the common challenges faced by both participants and FLs.
 - Rev Kolo David *"They were impressed. Their reaction looks interested. They were touching the real realities in their homes."*
 - Pr Sunday Willy *"Content of the kit is really fine, especially the ordering from communication to finance to sex. The most important one is communication because couples have testified that they are lacking communication skills at home"*
- Most popular, frequently cited and impactful activities were those that had repeated application and were clearly and easily understood by FLs
 - Goal setting and Saving together
 - Love Languages
 - CLEAR Rules
- Quality Time was also brought up throughout the sessions. It was mainly practiced as having a meal together.
 - Sharon -Immaculate Church on quality time *" My husband went to town and when he came back he had bought a kilo of pork, rice and milk, I was so surprised and we really had a nice time that day, such had never happened, thanks to the becoming one class"*
 - Christine- St Matthews *"After work in the evening, I initiated it when my husband came back from work. I prepared juice and a nice meal to welcome him and we shared together as we talked"*
- Blessings and Hurt was an illuminating exercise for many couple's who had previously not shared what hurt with each other. It also led couple's to problem solve and adjust those moments that had created "hurt" in the other. *"I was able t understand what hurts and now I know how to approach him. He doesn't like doing things without his consent. He also*



What Worked: Activities and Themes: General



- *Highly Relevant Stories* - Couples Appreciate the fact that the sessions have relatable stories that they share and discuss about in class
 - Appreciate when they are given time to share testimonies and give their opinions as well as experiences
- Couples are motivated by discussion and an audience centered facilitation (One where the facilitator gives them time to share)
- Couples said they learned from others sharing their challenges and it gave them confidence that 1) things could be worse 2) things could improve
 - *Jessica- Gospel Assembly* "The facilitator gives room for contributions and discussions"
 - "I like the examples reverend gives, it helps us understand , he even allows us to share amongst us and through that, we understand better"
 - *Hope -Life line ministries-* Feels that the facilitator is doing a good job because she throws the questions back to the participants " as we discuss we get the reality of life as we share and not far from the session"
 - *Christine- St Matthew Church -*"I liked classroom interaction because it helps us understand better from others experience and it makes us more confident of ourselves. I thank reverend for this particular activity"
 - *Maurice-church of the living saviour* "Facilitator should allow the congregation to ask questions in order to be more engaging

What Worked: Communication



"We now know how to communicate, even in pain."

"Due to the teachings from the book at least these days I know how to handle situations, I used to react immediately to everything because I am a short tempered person and the kit is helping me learn how to control my temper by using the calming methods and clear rules" - Priscilla

People were able to apply the Communication activities and referenced the CLEAR Rules the most. FL also said they saw the most change in a couple's communication and heard testimonies that this change was having the most effect.

Clear rules applied and used in the latter themes

- Communication was cited as a prerequisite to Financial and Sex changes.
- Clear rules Applicability extended to the other themes of Finance and sex
- Believe that for every theme to be fully practiced, the CLEAR rules should be applied and used just like they are taught in the communication session.
 - These are also believed to be able to be applied in any other social Relationship outside of a man and woman relationship
 - Nancy and Dennis - On Communication "It is a key to the rest of the themes, For sex to be good, there has to be good communication , for everything to fall in place, communication is always number one"
- Sharon -FL Sunday Willy *"This session is really good, I had never attended something like this, for example I like using the clear rules so much these days. These days we talk one at a time, since these sessions started, I have witnessed change in our communication"*

What Worked: Finance



Saving with a purpose, together and using the Goal Box were the activities that resonated most with couples and Faith Leaders

- Flavia- Gulu Baptist Church- “I had a poor saving culture and bad habits in spending. But with the finance session, we have started saving money with a purpose”
- “We sat down after the finance session and talked about finances. This is something that never used to happen but now I have seen that positive change in my husband in regards to talking about money”
- “Since our marriage I wasn't happy especially on the area of finance, I don't work as yet but now he has improved so much and he even leaves me money to buy things before I even ask for it”

FL had challenges relating the biblical verses and principles to the activities. While the home practice was useful, the in class lessons seemed the most abstract.

- “When we were doing the communication, we mentioned that we shall always be reflecting on the vows but in finance it's not there. I asked them instead to state vows that can be supported by financial agreement”
- “My challenge was in Finance. The biblical principles were hard to explain because they do not relate to finance. I struggled a lot. I explained it in a way that mutual submission leads to financial decisions Rom 12:3. Also relating the measure of faith to finance was hard ”
- “The difference is that in Communication there was a lot of involvement but in finance, it was a bit challenging because men control their money, they do not discuss their Financial Issues , It was challenging to them and switching blame to the others. There were a lot of challenges in Finance”

What Worked: Sex



Couples report to having understood their Spouses better through understanding their Love languages

- “I liked love languages, It made us learn and understand ourselves. Our love language is red meaning gifts. It was very interesting”
- “We also started practicing love language and I feel very good and loved when I am practicing with my wife”
- “There is one thing that I have realised. His love language is physical touch and acts of service comes second and it even matched with mine in the same order
- They do appreciate that they are directed towards how best they can please and love their partners.
- They extend the love language exercise to their homes
 - The kit however limits practicing with a spouse that did not attend a session because the couples kit does not provide the questions that determine one's love language

They also love the warm ups and signals that the partners can practice to show that they are in the moods for sex

- Douglas- He believes that warm up was more interesting because now he understands the condition to have sex and how to have it

What Didn't Work: Activities and Themes



- Grow your Love- Newlywed game was too complex and not practiced in class. This in class activity was intended to be justification for Grow Your Love. We never gave explicit reasoning for the questions in grow your love. We never said that communication should also be about knowing more things about one another. There was also no description of the activity in the couple's kit.
 - the couple's kit should work independently of the FL Guide
- No FL accurately age Love Points and communicated them to couples - couples were motivated to do the practice regardless. Couples believe that the more you practice, the happier one gets. Most FL awarded Love points based on attendance or participation in class.
 - *Maurice- Church of the living saviour "The facilitator did not explain well how to earn points"*
 - *Santa-Ocakacon- "Earning points does not make sense"*
- Finance biblical principles seemed the most abstract and disconnected from the practice. Skilled FLs like Nora could make the connection well but many found it difficult. We are working to develop new Biblical Principles and content for this section.
- Sex Negotiation -culturally there is no "going half way with kissing or cuddling." Kissing means sex. Additionally "delay" raises fear in the woman that the man will do elsewhere
 - Maybe we have to find a "half-way" that ends in orgasm for the man
- Lack of differentiation between Home Practice and in class activities. Most FL turned in class activities into Home Practice.

Challenges

Mobilisation

- *“I had to enter personal budget and put in personal resources to make it work but it is worth the spending in the end “*

Kit + Guide Matching

- *“ At first matching the pages of the FL guide and the Couples Guide was hard but then, you adapt to how it works” - Rev Jane Todora*

Pacing

- 12 sessions is a good
- Sessions should be once a week, not twice a week
- Many FL combined two sessions in order to complete them all in the allotted time
- “Its is really good because it gives room for practice but to people's busy schedules, if they keep coming, they are as well missing out on something else. If it was up to me, I would do it once a week, combine two sessions and then give them a whole week to practice”

Details in the couple's kit

- Stories should be added to the couple's kit
 - “Stories make people understand so fast and with ease. It is from Atim and Okello's story that was read in the session that I awakened on finance and learnt the importance of saving and so stories should be included in couples kit. It is so powerful what a relatable story can do in our minds”
 - “More details should be added to the couple's kit and more explanations and stories to reflect on”
- Include full love language quiz in the couple's kit
 - Couples are interested in being channels of these sessions to other people as well.
 - Also, in case a spouse has not attended the session and this has to be done at home.

Adaptations + Improvements

FL Improvements to BO

- Final Ceremonies - couple's making food, park rental, activities, testimonials and introductions of pet names, physical affection
- Additional support to couple's beyond sessions
- Husband and Wife Facilitation
 - Many FL asked their spouse to join in facilitating the sessions. This lead to more support, credibility, and more opportunities to open up, testify and be relationship models.
- One on One teaching
- FL demonstrating activities with their partner first - giving their own testimonials
- FLs co-teaching with their partner - "Many times I have eaten and gone to bed without appreciating my wife. I feel like this is the first area I will apply in my process of Becoming One."
- Elevated group sharing- this was testimonials on home practice but also throughout sessions. As couples said, "it kept it lively"
 - "I learned best through sharing of experiences and made me understand that what seems to be hard for me but is not only hard for me but many people also have similar challenges. And it's easy to get a solution when you share."
- Douglas

Sustainability: User Advocacy

Couples recruit other couples

- Also couples that felt deeply the applicability of these sessions to other couples in their communities by default mobilised them to join the sessions
 - These include other couples who they are friends with as well as neighbors to come for the sessions
 - Todora- Announced the first time in church and 6 couples registered
 - Others joined later “Recommended to by the ones attending”
 - Couple’s recruiting others is also a mobilisation strategy to get more couples and inconsistent spouses
 - Opakasi - “Everyone who participates is supposed to bring another couple another time”
 - Father Kolo - “Used the same participants to find out on some that were missing out sometimes”

Sharing / Teaching/ Advising

- Wanting to share exercises, and model their changed behavior

Sustainability: What FL plan on doing in the Future

"I seriously intend to use them. Mainly for pre marital counselling, bridal showers, mother's union meetings. We always do a lot of trainings. This is going to help a lot" - Rev Norah

"I am planning to continue with other couples that are interested especially on a one on one and smaller groups in the community. I have already started having sessions in the evenings with neighbors that are married" - David James

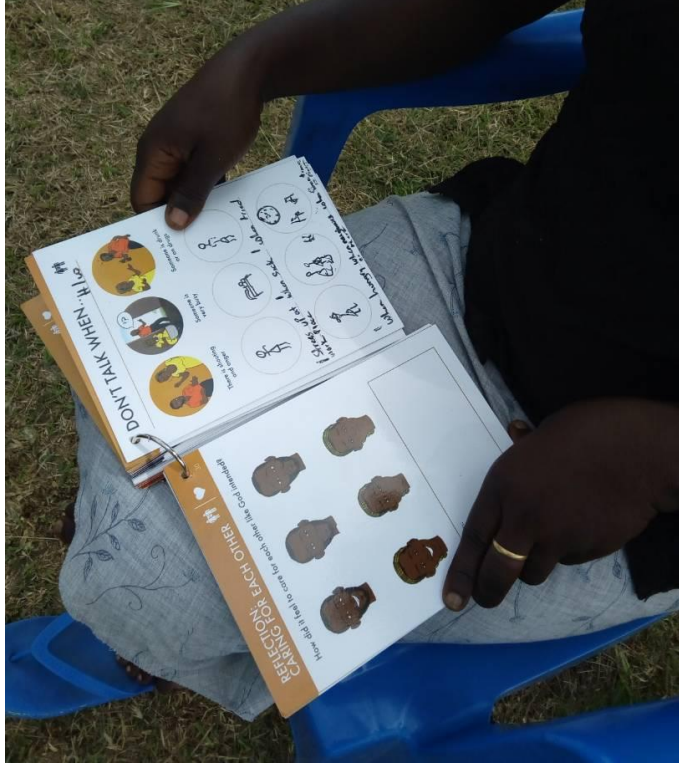
- Monthly and annual check in with all couples
 - Also update on whatsapp
- Run additional sessions in other churches or with new couples
 - *"I already have a church with 22 couples that have invited me to facilitate the sessions"* - Komakech
- Training theological Students
- Integrating it into sermons, Social Gatherings
- Sharing with youth
- Communication can be shared with everyone and is the most applicable
- Go to couples in their homes for 1:1 sessions
- Challenge the Participants to be ambassadors of successful relationships
 - *"We can help this couple by playing exemplary role on how to relate as a couple and portraying the image of this training"*
 - *"With this training, all the problems in relationships have been tackled here . We already have the knowledge on how to avoid problems in relationships and how to overcome it. Why not offer this couple support, we already have the tool"*
- Encourage family departments to integrate these in their programs

Usage of the couples guide after the sessions

- Faith Leaders do not view the lack of couples guides as a limitation to their facilitation after the sessions
 - In the absence of couple's guides, they still plan on continuing with the sessions and have the couples write in notebooks
 - *"A church is requesting me to go and Facilitate already mobilise couples. Even with no couples guides, I will be writing on Flip Ch"*
-Ocakacon Nelson



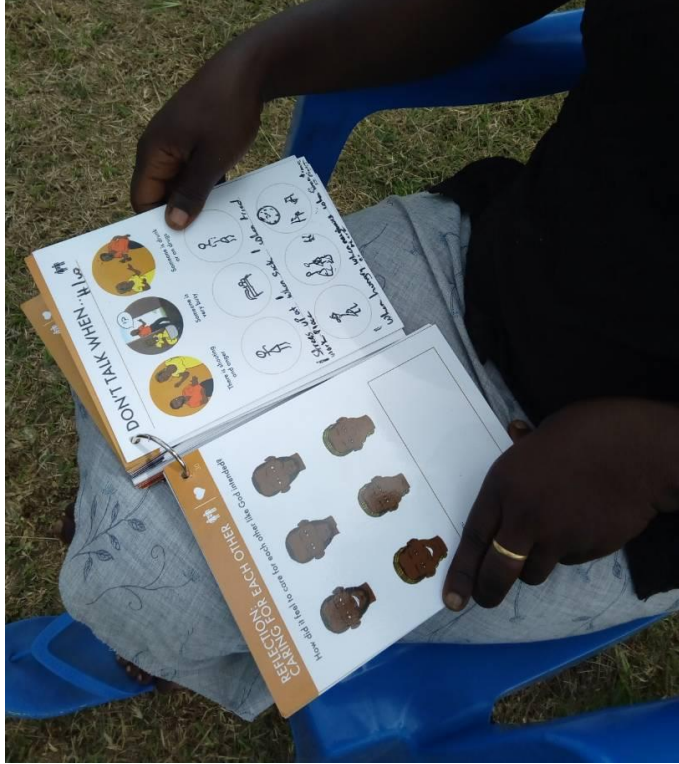
Sustainability: Branding



World Vision Branding/ Association

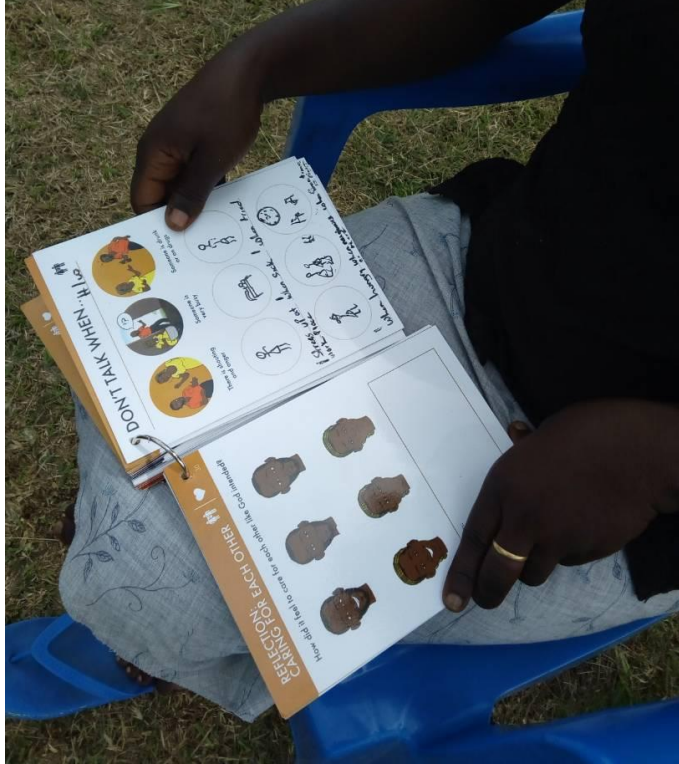
- Komakech -Believes that they attended mainly for the content and not because World vision was behind it
- “I believe that these themes address the issues that couples encounter and so this is an opportunity that has found them and they can not let it go”
- Three FLs have reported to not using world vision because of the expectation it would put into the minds of the participants
 - “If I had mentioned World vision, then the couples would have come not with an interest of learning but focused on the possible support”
 - “There would have been a very big difference if I had used world vision, I would have had a lot of attendance fluctuations in case the couples came for the first few times and were not receiving any thing, they would not come back”
 - “I introduced the programme as a church programme which was an advantage and made it sustainable. When you say World Vision, the expectation of the people will be too much”

Tablet Value



"You can use the Faith leader's guide without the tablet but you can not use the tablet with out the FL guide" - Freeman Sunday

Business Model



People are willing to invest their own money into supporting BO

- Couples will contribute food and pool resources
- FL will spend their own money to mobilise couples and retain them
- *"I had to enter personal budget and put in personal resources to make it work but it is worth the spending in the end "* - Freeman Sunday

Monetary Value

- Value and willingness to pay is contingent on 1) couple's being willing to pay 2) it working
- One FL suggested a freemium model where the communication theme is given for free and then they would pay for the other themes if they see its value.
- Many couples said that this kind of program is one they would normally have to pay for.
- look over "value" activity from couple's co-creation

Surprises

Being Physically Close



“Man and woman were living in different directions before. They felt that there was need to move together.”

Before

- Couples didn’t move together, they would travel to the church separately. They would travel everywhere separately.
- Story of the man saying the only time he moved with his wife was when they went to the hospital.
- Men and women never sat together
- They didn’t make eye contact
- FL have to repeatedly remind men and women to sit together in BO
- FL reinforced the idea of Quality Time

Change

- They first leaned away from each other, but they share a book and are getting use to sitting together. By the end, they lean in, freely sitting with their husbands in public
- At the final ceremony there was touching in the introductions. People yelling “you close the gap”
- There was even kissing
- Couples being seen in public together and being affectionate in church
- Making eye contact when talking
- Embracing and taking the woman back to her seat
- A man testified that he can now move together with his wife

Questions

- How does this impact intimacy? We are used to looking at intimacy as a result of sex and communication but what about proximity? What does this do when intimacy and communication are absent?

A Partner's Positive Feedback is Motivating

“Feels like encouraging can also come in from the point of appreciation. When my wife cooks and I appreciate her it encourages her to cook better food another time.”

Examples of partners seeing the benefit of helping each other

- Along with working together, “equality” in the bible was emphasized as the justification. However, the result was that men saw the benefit of helping their wife and vice versa.
- One unintended result was that women shared their separate finances with men. This led men to be particularly enthusiastic about the “transparency” section of the financial theme. See scorecard.
- Roles were blended - men would help out with “women’s” jobs and see the happiness this would bring their wives
- Women and men combined finances and would “plan together.” Many couples said that they had previously not dealt with finances in a combined way.
- find quote that says, i didn’t know that helping her would bring us both benefit



Motivation



"They have been interested since they've see the benefits" - Freeman Sunday
Love Points didn't work

Reported Impact

Reported Impact

Value to Women



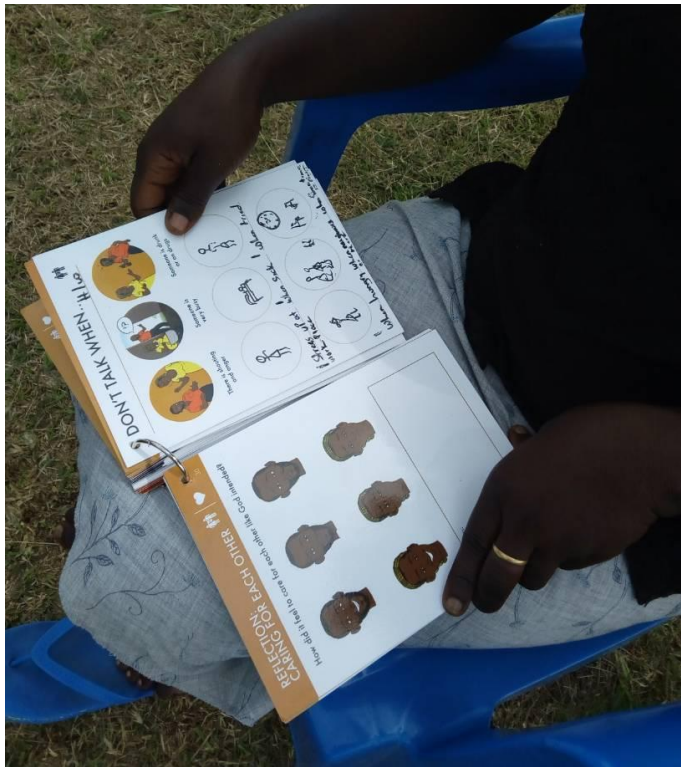
“This program is my Auntie” - Francesca

“I got married without experience and no one guided me. So this knowledge has helped me to understand a lot and change.” - Douglas

“There has not been any form of violence not even any small quarrel between us since we started attending this program” - Jennifer

- Shared Roles - Men doing domestic work at home
- Women take on a role of teacher with their husbands who are not present for sessions
- Emotional Regulation - Men thing time to think before they react. He believes that he has realized some great improvement in the way and the tone he used to express himself. *“Now he talks with some level of understanding.”* - Deborah. He believes calming methods are surely useful. *“The session has taught me to tolerate her for sometimes and take time to react, before I would never to waste time and react to put her in her place.”*
- *“I calm myself mostly by giving her space when she is angry at me. I also don’t talk to her when she is angry or in public about confidential matters.”* - Samuel
- *“I was not aware on how to satisfy the sexual desire of my partner. I used to have sex but I learned that it was not the best sex I could have with her. And I believe that I am now becoming much better with sex as a man.”* - Douglas
- *“I have learned to bring up a hard conversation. My daughter got pregnant and it was hard for me to bring up. But with good communication approach it was not easy to share with him but I managed with the help of the guide, to open up after he found out the test results. I was surprised how calm he was because I’ve been sharing the couple’s guide.”*
- *“Before the program, we never used to sit and have a decent conversation and he could drink a lot and was never open with his finance. He used to shop all food stuffs even onions but since the program, he has started leaving money for me to buy the food stuffs. We even have a peaceful and loving conversation. It is surprising that he has proposed that I should start a small business with his support something that he never agreed to at all before”* - Jennifer

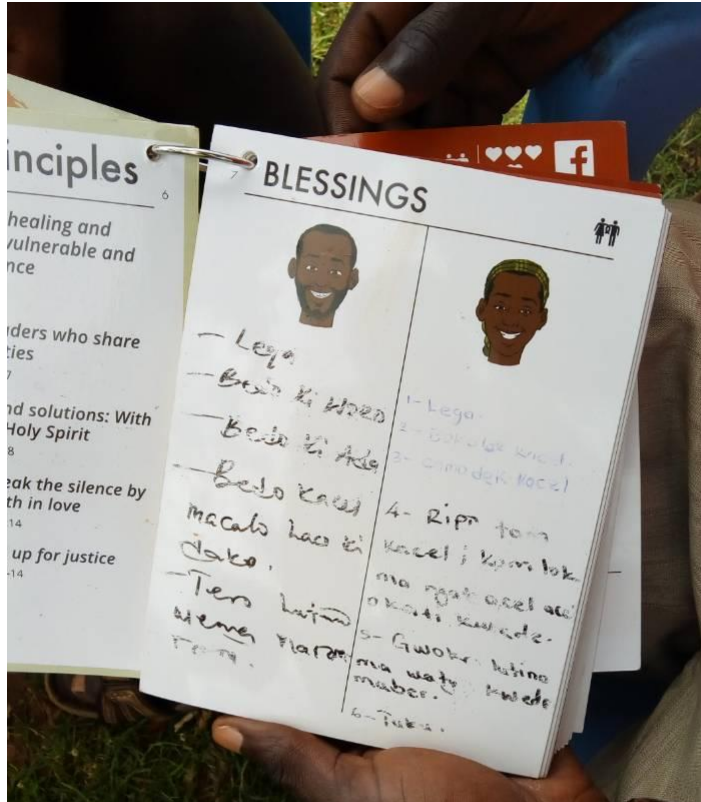
Value to Men



“The sessions are very meaningful and helpful in modelling better husbands and the generation and this will provide peace in relationships and the society as a whole” - Michael

- Show more respect and encouragement to their husbands *“I have learned more to respect my partner and not be quick to judge him or talk ill about him in public and I also encourage him when he is feeling down.”- Vicky*
- Men often initiated home practice and were able to take on a role of being a leader and encourager of positive change. *“I feel as if our relationship has been renewed and becomes more stable when I do this practice.”* He believes they will continue to practice more as time goes by.
- Men have increased control and knowledge on women’s income.

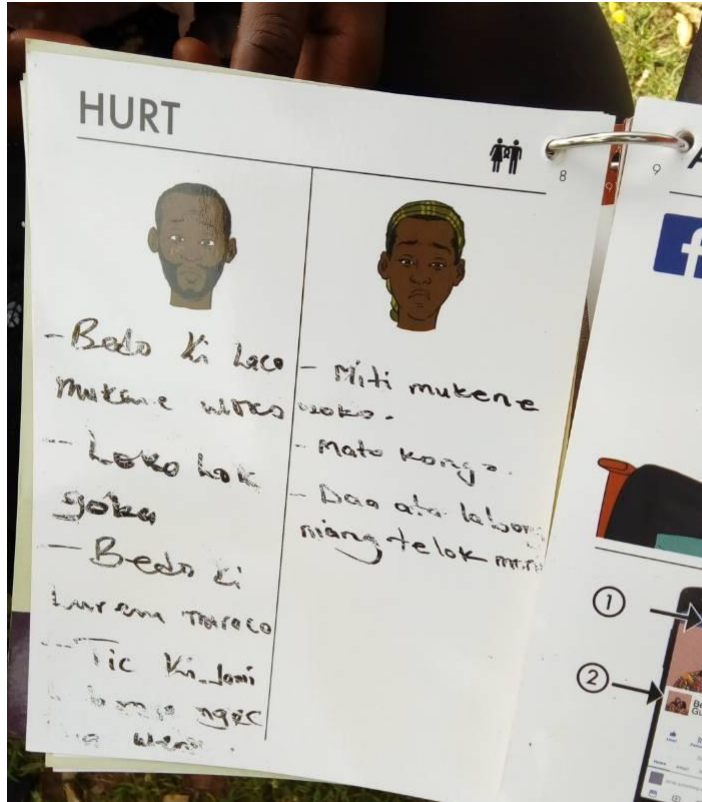
Couple's Reported Impact



"We were told to also ask for sex since we are equal and free to express our feelings. I asked my husband for sex because if he can not give it to me, who will he give it to. He did give me the sex" - Stallah

- Communication "I used to keep quiet and do my household chores when i'm upset but facilitator shared that we have to open up and talk respectfully about pressing issues to get solutions and with prayers it has worked for my case"
- "My husband has noticed a change in me in line with communication , He told me that I have changed because I used not to talk." She would just keep quiet and cry when hurt. She can now express herself because the materials say that it is important to talk.
- Husband also seeks opinion for every plan that he has and he said "If you were this open to talk before, we would have been more developed and better in our relationship"
- Shared Roles - Men help with housework. Women helped with finance.
- Women who attend alone but are with engaged men become a teacher in their home and instruct the men on what they have learned.
- Working Together "Working together is what we have adjusted to. To do all work without saying, this should be a man's work or a woman's work" - Vicky and Moses
- "The kit has spiced up our relationship. We used to help each other but our knowledge towards that just improved. He helps me cook and take care of the children. I also help him equally." - Vicky

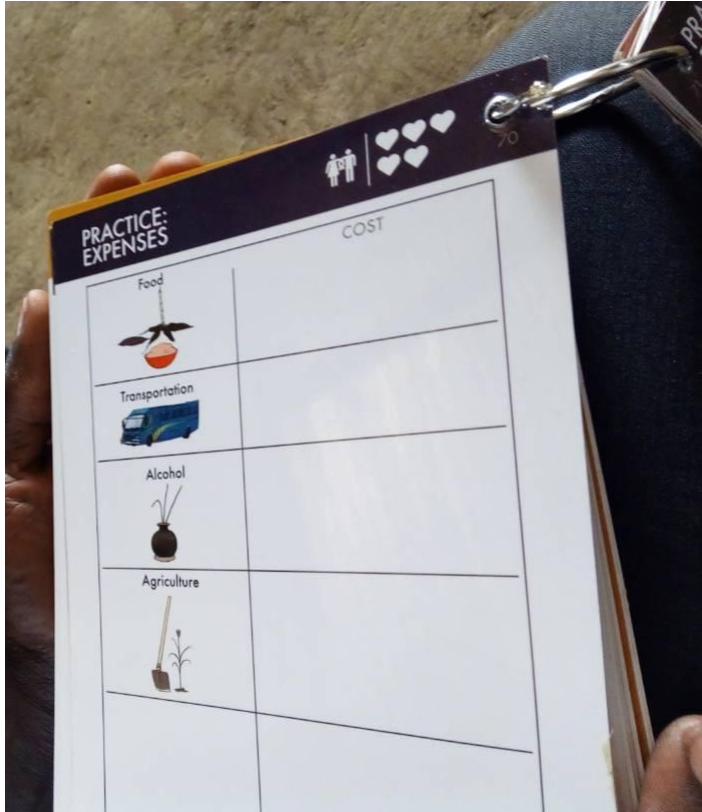
Couple's Reported Impact Cont.



"We have experienced change on our behavior. On how we handle our finances and how I can now satisfy the sexual desire for my partner and how we talk to each other. We now talk to each other with respect."

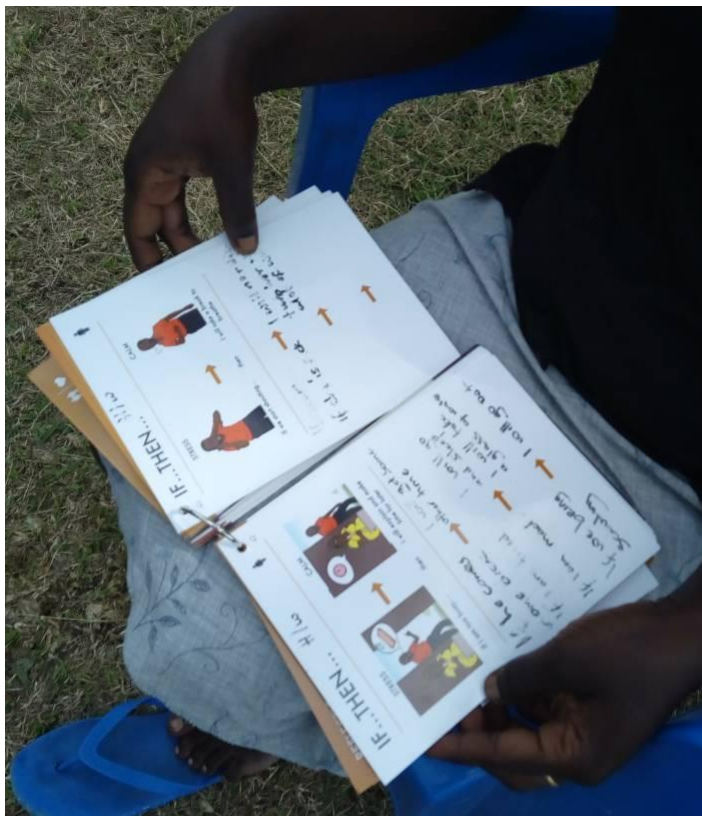
- Shared Finance - Opening of joint accounts and savings- saving on a daily basis together to take to the weekly savings group
- They were able to start saving as a benefit of the training. He saved 5000. *"It is a discipline and financial management we have started now."*
 - "I was able to start saving when I learned about the goal box from the kit. I tried practicing it and it motivated me to start saving." He and his wife are both adding money to the box.
- Building Community and Acceptance - Couples realized they weren't alone in their challenges and that many have even larger challenges
- *"I learned best through sharing of experiences and made me understand that what seems to be hard for me but is not only hard for me but many people also have similar challenges. And it's easy to get a solution when you share."* - Douglas
 - "From people's testimonies and information got from the sessions have touched my life in all aspects. Testimonies are so great encouragement to apply and learn from"- Mercy

Finance Theme: Unintended Consequences



- Important to note that because many of these women are also earning money “transparency and combining finances” may have had unintended negative consequences. [See Measurement.](#)
- Additionally some of the messaging may have been that women should also work and bring in money, adding to the burden they already have. (I don’t think any women actually said this though)
 - “My spouse is transparent in finances. It was hard for me to be open to him though about my finances. The session has taught me otherwise and now I feel and see the need to be transparent if I am to build a successful relationship” - Stella
 - “My wife thinks it’s only my role as a man to do all these things related to finance. Like buying food stuff, health and school fees and other things related to finance.” - Samuel

Communication Theme: Additional Effects



Communication Session / Consequences

- Women's emotional regulation- CBT with rumors and distrust of their husbands. *"Since the kit was given I have been meditating how to apply and when to apply what the book says and I have learned to communicate effectively and with respect to my husband. The kit has helped me especially because I am very high tempered person because I have learned to regulate. I am a person who like fighting a lot about every rumor I hear and he also has a problem of running up to other women but doesn't give time to do home practice."*
- Women and men both report using the Communication rules with their children and in laws. *"When you are married into a family like mine, my mother in law is trouble and we had stopped talking and I didn't used to even eat her food because she quarrels a lot at times she would even follow me to th garden to pcik up a fight. Before this program I used to answer her back and put her in her place. We would fight with words but since this program I have learned to control my temper and she noticed change in me because when she picks up a fight, I give her space and keep quiet. She realized that and now she talks with respect and I have forgiven her."*

Impact Reported from Faith Leaders



Handling finances together

- *Finance story of bringing the woman into decisions*
- *Planning together*
- *Saving together*

Awareness of expenditure patterns and cutting costs

- *Promises to cut costs - "We've been wasting a lot and were tied up in poverty"*

Understanding the preferences of their partner

- *Love languages - people learn the love preferences of the other*

Empathy

- *Hurt and Blessing - People were doing things they didn't realize were hurting each other. You could see tears coming. It was good because some didn't know when they hurt each other. They ask for forgiveness and practicing the blessings.*

Physical Proximity

- *Moving together rather than separately*
- *Couples sitting together*
- *Living in harmony - "Man and woman were living in different directions before. They felt that there was need to move together."*

Public Expressions of partnership

- *"This is my husband." "This is my wife." Other people asked, "What has happened to you?" Man said, "Change has happened to my life." People wonder when the man has been coming back to church and holding his wife's hand.*

"Holy Matrimony"

- *4 couples that are planning to get married officially*

Impact Reported from Faith Leaders Cont.



Sex Engagement

- *Couples were able to understand that sex is not supposed to be done out of duty. They should prepare for it and think of it as an important role in their relationship. People were thinking of coming up with specific days, scheduling sex.*

Communication

- *Relationship between a man and a woman - seeing things in the other's perspective*
- *After understanding, you can come together*
- *Tone of voice and body language and action words - these three things make people diverge. If your words are different from your body language, the person can tell.*
- *Communicating with respect and care*

Emotional Regulation

- *Listening and giving space for someone to think*
- *Use of Calming Methods - Testimony of man coming home drunk and woman waited for him to speak before talking and he was appreciative*

Increase in expressions/actions of love

- *"Love became hot again," like they had just started to come together, like they were young again.*
- *Expressing to each other how much they love each other*
- *Kissing, embracing, carrying wife back to her seat*
- *Giving gifts*

Design Experiments

Design Experiments

Redesigning Onboarding + Faith Leader “training”

We launched our first cohort of 35 Faith Leaders with a 2.5 day training session.

Initial challenges included:

- Targeting unqualified faith leaders
- Lack of clarity on purpose and usage of Love points
- Lack of clarity on how to identify in class activities versus home practice activities
- Confusing explanation of component parts and how it all integrates together
- Excessively long and expensive training time

The team created two low touch “training” experiences to address the above challenges:

- Manual + Videos
- Manual and 1.5 hour workshop

The team then recruited two FL to test out the new training tools and evaluated their comprehension. The less training there was, the more the FL relied on what was written and used the materials as intended. The tools were hugely successful in reducing training time while increasing intended program design comprehension.

- Understood Love points clearly
 - This understanding is also pushed to the couples
 - Comprehension of how they are awarded as well as how many they are to earn on each activity
- Could differentiate between class activities and home practice
 - Pastor George also completed more complicated in class activities correctly, when no other previous faith leader had.
- Faith Leaders were educated and had experience in couples counselling
 - Gives them better facilitation skills to use
 - Better understanding of the material
 - Adequate credibility

Minimal “Training”

- A manual and video series and 1.5 hour workshop were created to clarify a few points of confusion coming out of the initial 3 day training for the original cohort of FL.
 - There was confusion around a) love points and how they are awarded b) in class versus at home activities
 - These materials were also created to understand how minimal an in person training could be.
- the less training the more people follow the guide strictly
- People still prefer videos to reading. The videos replicated the manual and people preferred the videos or 1.5 hour workshop over the manual
- Generally, the manual content should be in the FL Guide
- Manual/Videos Completely negated the need for an in person training
- The minimal training was only tested with educated FL who fit the ideal FL criteria. Both FLs expressed concern that this minimal training be used with FL who were less adept at using new technology or less educated.
- Interestingly, the FL community is a highly connected one and very supportive of each other particularly within similar parishes or sub counties. One FL who was recruited because he had no prior exposure to BO, still called Nora, one of our lead FLs from the first co-hort to evaluate him and lead a finance section.

Appendix

Appendix

Gender + Equality

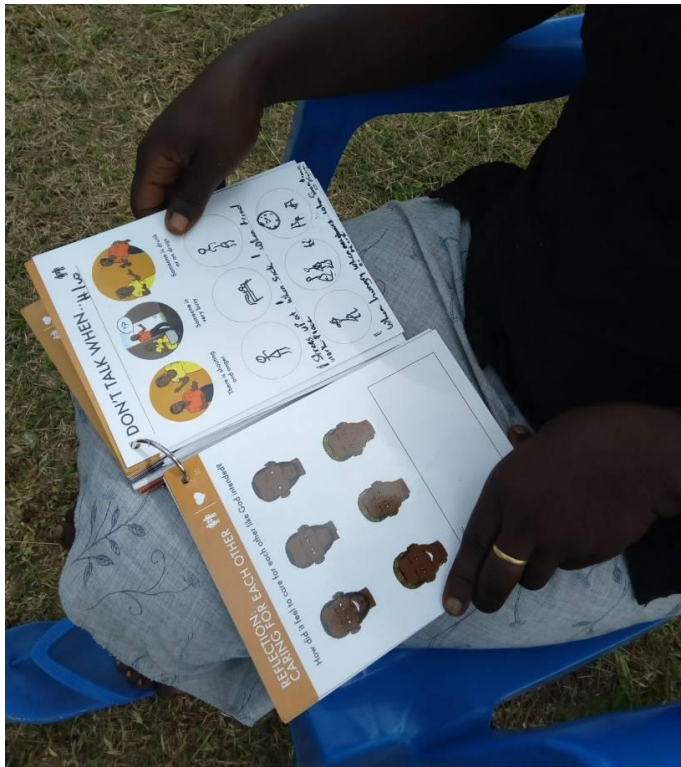
The Genesis Mandate and Gender

- The genesis mandate is a strong platform to begin discussions of gender equality in the home.
- *Simon- John Wodke* "I went to the Market for the first time and bought passion fruits and came and made juice before my wife and children. This was strange to the family members. My 12 year old daughter asked me 'Daddy why are the one making juice today, is mummy sick?' Then I told my family that we are all equal and so I can do any work in the home just like mum. It was amazing to the family, now even the children have started doing extra work without supervision or instruction."
 - He believes that it was because of the Biblical quotes - Genesis Mandate -in the kit accompanied by the clear illustrations of a successful family. And that cooperation between him and his wife in home practice is making him realize the benefits of the program.
- *Prossy - rev kolo* - "To me as a lady, this session is good because it points out the equal opportunities for us as human beings and I felt that I am more protected as a woman from the content of this training"
- *F-* "Men would think that they are more superior than women, but here is the bible telling us about our equal opportunities"

Potential Risks

- "If only the woman comes to the session and learns these things, she would come home and say 'Yes, we are all equal'. The man would then think she is trying to change the norms of the family. The Faith Leader should make sure both are participating so it does not become a source of conflict."
- A few FLs who had been through CoH training were still not convinced of women's equality as expressed in the Genesis Mandate and suggested it should be revised and that clear roles for men and women in the home should be spelled out.
 - "within communication what has to be improved is the Genesis mandate critical explanation on man being the head. The hierarchy should be set in every home there should be leadership"
 - "it doesn't matter how good the woman's idea is it has to come as a suggestion then the man can decide"

Recommendations from Couples



Recommendations from couples

- More kits for more couples
 - “It would be great for program to be introduced and organized at Village level to capture all their targets not just those who go to church. Everyone needs this kind of program.” - Samuel
- Longer program
 - “The training should be given more time because it's developing christians and couples”
- More themes
- Include youth intending to be married
- There should be a leader/ representative among the couples. This person could also do the recaps
- Broadcast the program on the radio so many people can benefit. Wants it on a particular radio station.