

Sharp Insight

Final Report

Introduction

Background and History: *“Engaging Black men in elections by recruiting barbers in predominantly African-American communities to disseminate nonpartisan information and resources on voting.”*

Sharp Insight was born out of a collaboration between the John S. and James L. Knight Foundation (Knight Foundation) and the Youth Outreach Adolescent Community Awareness Program (YOACAP) of the Urban Affairs Coalition in Philadelphia, Pennsylvania. In July 2015, YOACAP was among the winning applicants of the “Knight News Challenge” from the 1,000 plus submissions. According to its website, “At [Knight Foundation](#), we care about ensuring that citizens have access to the news and information they need to participate fully in democracy. One of the tools we have is the [Knight News Challenge](#); over the last eight years we’ve invested \$50 million in more than 130 projects that experiment with new ways of producing and sharing information as our traditional methods have been disrupted.”

The *Sharp Insight* Knight News Challenge award, which provided support from July 22, 2015 to November 22, 2016, is part of the Knight Foundation’s Technology Innovation Program. For the 2015-16 funding cycle, The Knight News Challenge question was: “How might we better inform voters and increase civic participation before, during and after elections?”

This purpose of this report is twofold: 1) To detail the trajectory of the initial eighteen months of the project by focusing on its development, components, and processes (Part I of the report); and, 2) To provide a blueprint for replication by emphasizing key elements of the trial intervention, their impact, and recommendations for future work using the *Sharp Insight* model for civic engagement and participation (Part II of the report).

PART I: The Plan and Design

Sharp Insight Conceptualization: *“We will educate and train barbers to become disseminators and sources of accurate information to educate their male customers about the importance of voting, reinstating their right to vote, participating civically, and how to hold elected officials accountable.”* (quote from the original *Sharp Insight* Knight News Challenge proposal).

Only 36% of registered Philadelphians turned out to vote in the 2014 Gubernatorial race, but that was more than the 12% that turned out in the 2013 local election in which residents selected the Philadelphia District Attorney, City Controller, and certain Municipal Judges (these officials are elected in Pennsylvania). Philadelphia Black Men are represented among these low election turnout numbers. Many of these Black men tend to distrust government, lack civic information from trusted sources, and do not routinely participate in important civic engagement activities at the state and local levels. These substantial and disproportionate levels of civic disengagement when compared to White men is disheartening because so much of civic engagement determines the quality of the daily lives of individuals, their families, their communities, and all the spaces that they inhabit.

This report will detail the well-thought out and multidisciplinary approach that was used to plan, design, implement, and evaluate *Sharp Insight* as the means for achieving the desired project outcomes.

“Barbers cutting through misinformation and lack of information on elections for black men.”

Barbershops are trusted spaces in the African American community where Black men talk about everything from sports and entertainment to marriage and politics. Some refer to barbershops as the “black man’s country club”. Black men of all ages and socio-economic backgrounds come together in barbershops.

Sharp Insight was designed to tap into the power of the barbershop as a trusted place for accurate information exchange around issues of civic engagement and voting participation. Barbershops from predominantly African American neighborhoods were invited to participate in the program by allowing barbers to become active. As described below, the project team identified 93 barber shops in target neighborhoods and elicited the support of barbers who were then trained to facilitate conversations with their customers around issues of civic engagement including voting participation.

All barbers from participating shops were invited to consider taking part in orientation and training to become facilitators of conversations that promoted the dissemination of accurate information to educate customers about the importance of voting, knowledge of voting rights, participating in the support of their community, and holding elected officials accountable. Barbers were asked to serve as “opinion leaders” on the importance of civic participation. Participating barbers became nonpartisan information hubs and encouraged their customers to participate in Sharp Insight by agreeing to receive civic education messages, passing along these messages to their social networks, and to complete surveys regarding their civic engagement, knowledge of the voting and political process and participation in the election process.

The messages were informed by Pennsylvania law and importantly, the priority issues reported by customers themselves. Prior to the design of the messaging campaign, customers were asked to partake in a survey regarding their participation in past elections, their knowledge, attitudes, beliefs of civic engagement activities and the community issues of highest priority to them. These surveys identified jobs and education as the issues of greatest concern. Employment, education and other community issues recognized by customers are impacted by local, state and federal elected officials. **The Sharp Insight Team used the data from the pre-survey to develop the civic education messages and social media content tailored to facilitate increased civic knowledge for effective use of civic engagement strategies to acquire needed resources pertaining to education, employment and other social services.**

Sharp Insight messages were delivered through face-to-face barber-customer conversations, radio commercials, various channels of social media, including text messages, and focused on community involvement and participation in the electoral process. **Messages were often linked to announcements about job openings, training and educational opportunities.**

Thus, *Sharp Insight* was conceived as an “idea” to address the low rates of civic exposure, engagement, and participation among Philadelphia Black males. The project’s long-term goal is to restore a sense of hope and empowerment for these men by envisioning a bold and positive campaign to support and increase their role and impact as recognizable and respected civic participants and agents of change.

The following information describes the key formative areas and phases of programmatic development that eventually emerged into the *Sharp Insight* project:

1. **Develop and agree on a “working definition” of civic engagement & participation specific to *Sharp Insight*.** Civic Engagement is a general concept that can include a broad scope and variety of many activities. For example civic engagement may involve voting for elected officials at any

level of government, petitioning for a specific cause, volunteering at a local organization, attending a community zoning meeting, or being a neighborhood block captain. It was agreed that a more formal or operational definition (“working definition”) of civic engagement would be necessary that was more relative to the specific aims of *Sharp Insight*. Important considerations for developing this “working definition” of civic engagement for the proposed project needed to take into account certain practical and fiscal limitations such as budget, project timeframes, and existing knowledge levels of civic engagement among the target project population.

The project team consulted the research literature and adopted the definition of civic engagement described by Michael Delli Carpini (1996).

"Individual and collective actions designed to identify and address issues of public concern. Civic engagement can take many forms, from individual voluntarism to organizational involvement to electoral participation. It can include efforts to directly address an issue, work with others in a community to solve a problem or interact with the institutions of representative democracy."

2. Develop Logic Model:

It was decided that the Sharp Insight model would follow an input-throughput-output model. This typical process model is often used to develop new programs with a particular focus on the formative or exploratory phases. From this developmental framework, the following key programmatic elements were defined;

- **Input** = Resource Allocation & Funding; Identification of Barber Shops; Initial Barber Orientation & Training Activities; Develop & Pilot test Pre-Survey
- **Throughput**= Identification of Program Participants; Opt-in/Informed Consent; Administer Pre-Survey; Deployment of Project Outreach Staff; Develop & Deliver Intervention Components
- **Output**= Administer Post-Survey; Focus Groups & Interviews; Debriefing; Final Evaluation Report (Outcomes & Impact; e.g. Was there an Increase in Civic Knowledge & Participation due to the Intervention Components?)

3. Develop Project Performance Standards

In order to operationalize the logic model framework and theoretical underpinnings, project “performance standards” were developed. These performance standards compartmentalized the essential areas of programmatic activities as follows:

- **Exposure & Engagement:** Focus on providing basic civic knowledge and community resources for the target group (Barbers and their Black male customers). Deployment of YOACAP outreach workers to provide administrative and technical support.
- **Marketing/Social Media:** Key focus areas of the Knight Foundation Technology Innovation Program & Key Focus of Using Technology for Promoting Civic Engagement and Democratic Processes
- **Partnerships:** Building Social Capital and Leveraging resources for project sustainability
- **Evaluation**= Provide empirical support for usefulness of model/intervention and preliminary findings. Provide blueprint for replication and/or improvements
- **Project management:** Provide administrative, fiscal, and programmatic oversight. Provide accountability to Knight Foundation and other stakeholders (e.g. Barbers & Customers).

4. Facilitation of Performance Standards Teams (Work Groups):

The following is a listings of various project staff and consultants who were responsible for the implementation of programmatic activities and other requirements by the performance standards:

- Evaluation – Kenneth Cruz-Dillard, Dave Metzger, Jay Jennings, Woody Beale and Jon Gosier
- Marketing / Social Media – Loraine Ballard Morrill, Meegan Denenberg, Jon Gosier, Irving Navarro, Aran Hart, and Woody Beale: (radio, press, social media & how we will promote benchmarks of the project) & mktg materials for barbershops
- Exposure / Engagement – Woody Beale, Steve Vassor, Tayyib Smith : Recruitment of the barbers, Orientation/Training of barbers (where, when target dates, non-partisan training materials & approach)
- Partnership/Sustainability – Donna Frisby Greenwood, Tayyib Smith , Woody Beale: What are the needs of the project, who can support and offer assistance (in-kind & financial) & who/how we will approach these individuals
- Project Management – Woody Beale, Kenneth Cruz Dillard, Aran Smith: Discuss procedures and policies of the project and what policies need to be developed; discuss invoicing and consultant paperwork; Knight reporting for January 2016

5. *Sharp Insight* Project Work Plan Goals, Objectives,

Implementation, and Evaluation

- **Overall Project Work Plan Implementation, which includes Performance Standards Goals and Objectives:**

1	2	3	5	6	7	8	9
Sharp Insight Primary Goal:	To increase civic information literacy among Black males in Philadelphia on a nonpartisan basis by training barbers to educate their customers on issues relating to civic engagement and restoration of rights.						
Performance Standards/PS	PS Goals	PS Objectives	Key Activities	Leads	Start Date	Completion Date	Resources
Exposure & Engagement	<i>To implement evidence-supported strategies and approaches that will educate, motivate, and sustain Black males to increase their civic engagement.</i>	Develop and conduct a culturally appropriate barber orientation & training for 50 barbers.	1. Meet with Natl Coalition on Black Civic Participation 2. Develop civic literacy & engagement training curriculum & logistics 3. Conduct barber orientation / training series (Part 1, 2 & 3); Part 3 is one-to-one help with barbers	Steve, Donna, Woody Steve, Woody, Tayyib Anthony, OT Steve	August 31, 2015 September 15, 2015 December 1, 2015	October 10, 2015 February 15, 2015 February 15, 2016	Literature & training manuals, work plan Training curriculum, journal articles, def of civic engagement Curriculum, feedback from team, training space, incentives, program supplies
		Hire and train an outreach team that will assist with barber training and TA.	4. Hiring & orientate outreach team (OT) 5. Barber recruitment, selection & orientation - OT	Woody, YOACAP Unit Leaders & Anthony Jay, Kenneth, Dave Anthony, Woody, OT	September 15, 2015 September 1, 2015	January 30, 2016 December 30, 2015	Job descriptions, new hire forms, employee manual, work plan Promotional items, pilot survey, and work plan
		Barbers will recruit, educate, and facilitate 6,000 Black men to participate in Sharp Insight.	6. Pilot test survey, dates depend on # to PT 7. Conduct pre-exposure KABB Survey 8. Orientate men in barbershop	Jay, Ken, OT Jay, Ken & OT Barbers & OT	January 4, 2016 January 18, 2016 February 2, 2016	January 16, 2016 January 30, 2016 April 2, 2016	Survey tool, clip boards, pens, and promo items, outreach schedule, intervention summary sheets, talking points for barbers & OT
		Men will agree to participate in Sharp Insight (a eight-month series of various civic & voter engagement educational services)	9. Register SI participants / obtain written consent in barbershops 10. Provide educational materials in barbershops	Barbers & OT Barbers & OT	February 2, 2016 March 7, 2016	April 2, 2016 Ongoing October 31, 2016	Consent form with short survey, clip boards, pens, marketing materials, talking points
		Men will share Sharp Insight Materials with family members & friends	11. Develop & implement CE analytics & other data collection	Jon, Woody, Ken, Dave	November 1, 2015	December 31, 2015	A place on website to share stories, computers to review analytics or data from men, social media accounts
		Men will agree to report monthly on the various civic engagement activities in which they have become involved as a result of the Sharp Insight project.	12. Develop SI Training Curriculum PT2 13. Develop website check-in, social media page, telephone or voice mail; 14. Participants will provide short stories about their CE and voting experiences	Steve Jon, Woody, Ken, Dave Barbers & OT	February 2, 2016 January 4, 2016 March 7, 2016	February 29, 2016 January 30, 2016 Ongoing October 31, 2016	Data from KABB, data collection tools Webpage, social media sites, club texting or questions that the OT can ask while in the barbershops

- Formative & Process Program Evaluation Indicators:** These performance indicators and quality assurance criteria were routinely discussed and assessed by each Performance Standard Team. Through the use of monthly progress notes, each Performance Standard Team was required to provide data for these indicators to the Evaluation Team. The Evaluation Team reviewed these data and provided recommendations for programmatic improvements (e.g. updating and modifying the Work Plan activities & timelines). Thus, the project had developed and implemented an effective internal process evaluation feedback mechanism. These indicators are presented below:

1. *Is the project reaching the target population as planned and achieving the anticipated outcomes?*

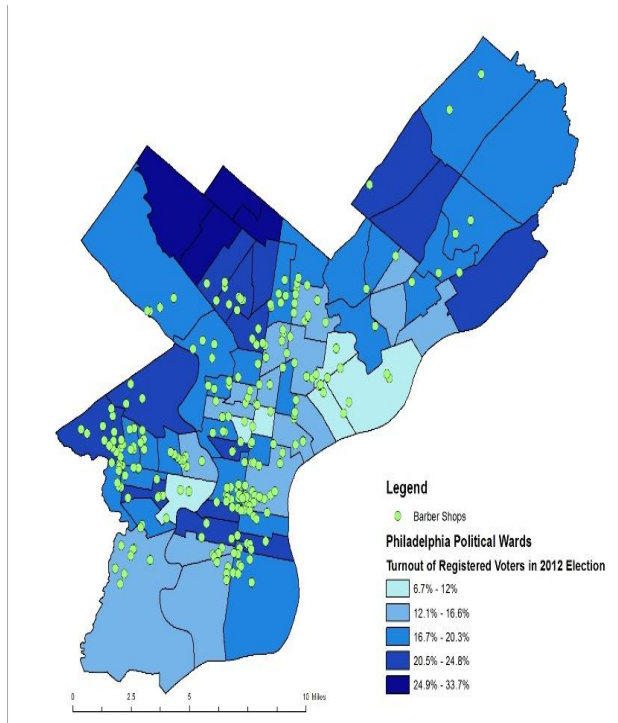
- Are Black males who at baseline have low civic knowledge and are not civically engaged at an appropriate level being recruited and enrolled into the project?
- Is the project reaching the planned # of men expected to participate in the project?
- What are the results of the Exposure & Engagement Intervention evaluation conducted by Temple University (increases in civic knowledge & participation)?

2. *Is the project being developed, implemented, and evaluated in a logical, practical, and meaningful way?*

- Has the project operationalized “civic engagement” and clearly specified which civic engagement activities will be the focus for the project?
- Does the work plan reflect all the major programmatic tasks, timeframes, and clear deliverables?

- Is the work plan being updated and revised on a regular basis (e.g., every month)?
 - Is there an evaluation plan, process, and feedback system in place to provide continuous quality improvement? Provide evidence of programmatic improvements resulting from the evaluation process.
 - Is the project replicable (e.g., sufficient empirical evidence that supports project effectiveness & provides a protocol for replication)?
3. *Are there standard operating procedures in place that provide transparency, clarity, and direction so as to ensure project success?*
- Is Base Camp an effective day-to-day project management tool? Explain.
 - Are the performance standard teams meeting monthly, providing monthly updates, and accomplishing tasks as indicated in the work plan?
 - Are there monthly project meetings? How are these meetings useful for managing the project?
 - How well is the project team working as a whole to ensure project continuity and success (e.g., consultants are meeting their obligations; communications are effective; project challenges, issues, and concerns are timely addressed and resolved in ways that support and enhance the project)?
 - Does the project have reliable measures in place to ensure that all project related activities are politically non-partisan? Explain.
4. *How successful is the project in recruiting the projected number of barbers/barbershops and keeping them active in the project?*
- Does the project have a diversity of barbers in terms of locations, ages, and levels of civic knowledge and involvement?
 - Do the barbers have a formal process for providing suggestions and feedback? Provide evidence of their impact.
 - How do the barbers rate their satisfaction, effectiveness, and overall impact?
 - Are the projected number of barbers being maintained and successfully participating in the project?
 - Is the barber orientation and training activity effective and achieving the desired outcomes?
5. *Are social media and marketing strategies effective program components?*
- Is there a marketing strategy and social media plan?
 - Are the expected outcomes and deliverables being accomplished?
 - How are the marketing and social media components having a measurable impact in helping the target population become more knowledgeable and engaged in civic activities as specified by the project?
6. *Are there ongoing activities and steps being taken to acquire necessary resources and ensure project sustainability past the initial Knight Foundation funding cycle?*
- Is there a project sustainability or 5-year strategic plan? Provide document.
 - Are partners being recruited, signing partner agreements, and fulfilling their commitments?

· Are the necessary resources being leveraged to expand the project and to meet the documented need? Provide budget.



PART II: The Barbershops

The selection of participating barbershops began with an effort to identify all barber shops in predominantly African American neighborhoods in Philadelphia or those who served Black men. Using web based resources and business listings, addresses for over 400 shops were collected and included in a database. These addresses were mapped to help provide a geographic frame for the selection of shops to be invited to participate in Sharp Insight. The adjacent map displays these shops on a map of the city with an overlay of voter participation rates from the 2012 presidential election by ward.

Once the initial list was developed, the team added “unlisted” shops as they were identified during outreach activities and interactions with potential barbershops. The strategy for approaching the shops was designed to be a “low key” supportive approach providing a clear description of the expectations and potential benefits of participation. This phase of the project proved particularly labor intensive as it required substantial time to travel around to each barbershop and speak with each barber. The team developed a barbershop inventory form that was completed for each barbershop. The completion of these forms often required Sharp Insight outreach workers to return several times to barber shops since some barbers were not available at the initial meeting.



Sharp Insight staff targeted shops in North/Northwest, West, Kensington/Frankford and Southwest neighborhoods of Philadelphia. Team members conducted introductory visits to shops located in these communities to provide owners and managers with information about the mission and goals of the project and to invite participation. These discussions addressed the details of becoming a site, including benefits and expectations for participation. The benefits included media exposure through project supported advertising and social media. Participating managers or owners of barber shops allowed the project to recruit barbers who were interested and willing to participate in orientation and ongoing training. **Sharp Insight brochures** were distributed as well as YouTube video was texted to barbers cellphones so they learn more about the project: <https://youtu.be/vaR1NtjZoE>

A total of 93 shops agreed to become affiliated with Sharp Insight. As described later (see Impact section), in order to evaluate the impact of the intervention shops were randomly assigned to participate as either an “education” intervention shop or a “survey only” shop (The location of these shops can be seen in the figure in the Impact section of this report). The 93 participating shops had an average of 4.5 barbers with a range of 1 to 12 barbers. The majority (62%) of shops had 3 (21.6%), 4 (21.6%), or 5 (19.6%) barbers working in the barbershop. These shops had an average of 4.7 barber chairs and 12 chairs for waiting customers and guests. (any information or data on the diversity of the barbershops, how representative are the shops in terms of types of customers, size of shops, quality of the facilities, conduciveness to implementing the project, other important characteristics, and features?).

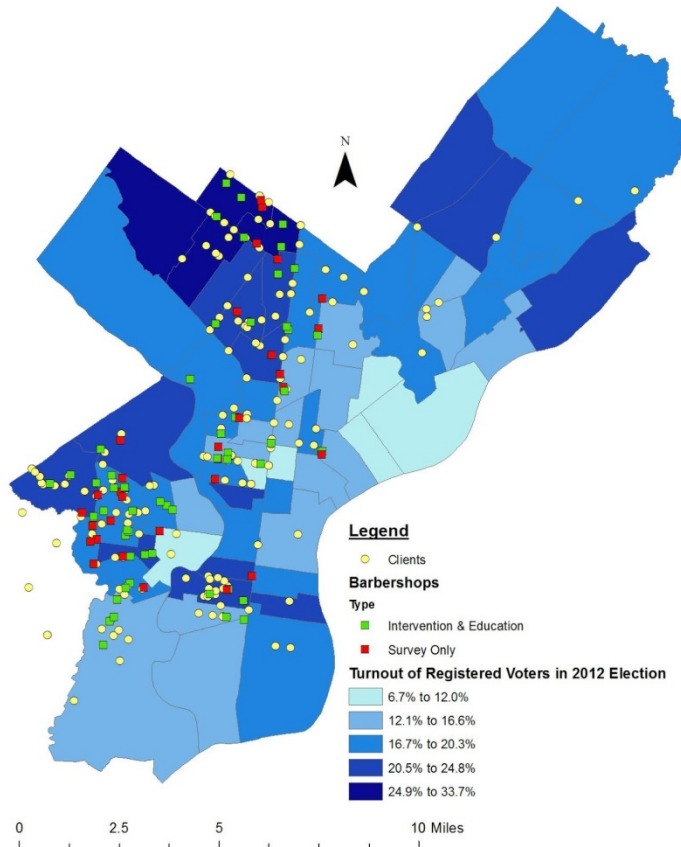
The Barbers

Within participating barbershops, individual barbers were invited to become key participants in Sharp Insight. Participation as a barber required completion of orientation and training as well as a commitment to delivering project messages to their customers and their social networks. The decision to participate was up to the barber themselves, so not all barbers in participating shops were part of the project. A total of 51 barbers agreed to take part in the project.

Orientation and training sessions were conducted at the offices and studio of our radio partner--iHeart Media Philadelphia. This was an easily accessible location with adequate and well equipped space for training. It also provided the barbers and media partners an opportunity to interact, exchange ideas, and plan for future activities.

The orientation session was used to provide a more detailed overview of the project, to answer questions, and importantly to listen to the suggestions, concerns and ideas for project implementation from barbers. These sessions attempted to capitalize on the well-developed communication skills of the barbers and to reinforce their sense of commitment to their customers and their community. While the orientation and training sessions were well structured with PowerPoint presentations, handout, and role plays, they were also designed to provide sufficient time to allow barbers and project staff to build strong working relationships and trust.

The subsequent training sessions were held prior to and during the implementation phase of the project. These sessions were repeated multiple times in order to allow all barbers an opportunity to participate. Each session included a review of the project goals, procedural expectations for implementation, including procedures for data collection and forms completion. Trainings included presentations and discussions around on the definition of community and civic engagement, relationships with elected officials, and role plays to highlight effective and ineffective communication strategies. Sessions included how to speak with customers about Sharp Insight using the marketing materials developed by the team. These 90 minute meetings allowed barbers to role play with each other men and team members and documenting their conversations. There were about 40 meetings held at IHeart Media between the initial orientation meetings and the follow-up trainings which ended in June.



2016.

During the training sessions, barbers displayed a high degree of motivation and enthusiasm. Although there were some incentives available to barbers who took part in Sharp Insight, participation was voluntary. Food was also used at the earlier trainings, which the barbers thought was a good idea. (any detailed information and/or data on the effectiveness of the trainings. For example, Tracking of participation rates, any feedback forms collected after each training, was there a training manual or protocol to check for training fidelity, who delivered the training).

The Customers

Customers were invited by participating barber to “opt in” and register to become a participant in Sharp Insight. The registration form provided an opportunity for customers to indicate their willingness to receive Sharp Insight messages from their barbers and via social media. The forms were distributed by barbers to customers when they visited their shops throughout the project period beginning June 1 through the end of November 2016. Outreach staff would go to each barbershop to pick up paperwork and to briefly describe the project and answer questions from potential participants. The response of customers was quite positive.



The **registration form** illustrated that “Sharp Insight” staff will work with barbers in barbershops to talk with participating customers “to provide education on how to be more civically involved in their communities”.

The form also allowed their barber and Sharp Insight staff permission to engage in conversation and brief surveys when they would come to the shop during the project period. Aside from social media contacts, no names or other identifying information were collected, except the name of the barber so staff could identify the barber and the shop that the customer was recruited. The forms clearly stated : “Your personal information, such as your telephone number or social media information will NOT be shared with anyone outside of YOACAP staff, partners and funder”.

Information about the project was also promoted through advertisements and announcements distributed via printed and web-based materials (<http://sharpinsight.org/>) , radio, and social media (<https://www.facebook.com/sharpinsighthq/>).

A total of 513 customers completed forms indicating their willingness to receive Sharp Insight messages. These customers were also asked to complete a brief questionnaire to record some basic demographic (age, race and gender), geographic (nearest intersection to where they live), and social media contact (Facebook, Instagram, Twitter, and e-mail) information.

Data provided by these customers indicated an average age for the group of men was 30.14 years with a range of from 12 to 81. Ninety-six percent described themselves as African American/Black and 4% as “other”.

While 38.9% of these men had completed high school (7.2 % were still attending high school) 27% had completed four years of college, 7.4% had attended some college or completed an associate degree, and 4.4% had completed graduate education.

Forty-five percent reported being fully employed and 23% were partially employed and looking for full time work. Twenty-six percent (26%) were unemployed and looking for work while 6% were unemployed and no longer looking for employment.

With regard to the frequency of having a haircut or shape-up, 34% reported weekly or more visits to their barber while 54% reported getting their haircut two times per month. Twelve percent reported monthly or less frequent haircuts.

For those reporting intersections nearest their home (N=230), we were able to link the customer’s home address to their Ward’s voter turnout in prior elections. In examining voter participation for the 2012 November national election, the majority of customers (55%) came from Wards with less than 20.3% of those registered, voting. The remainder (45%) came from Wards with voter participation rates ranging from 20.5% to 33.7%. City-wide voter participation rate was 58.8% for the 2012 presidential election. (Do we have a way of assessing baseline levels of civic knowledge and participation? I thought the pre-survey was designed to capture these characteristics of the sample?).

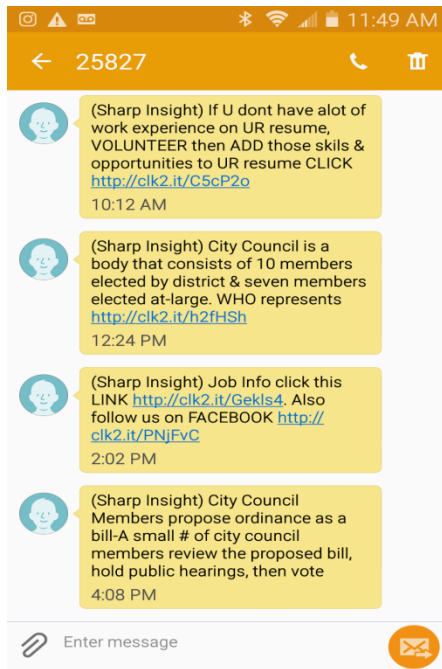
The Messaging

Sharp Insight is a strategy for the dissemination of accurate information through trusted channels of communication. The barbers and shops were the focal points or “information hubs” for the networks of customers who were the target audience. The messages delivered through these channels were designed to be relevant and promote civic engagement, including voter participation. The content of the messages were non-partisan and intended to provide accurate information to educate and motivate civic engagement.

Sharp Insight produced voice messages in the format of 15 second radio commercials targeting the African American audience of Philadelphia. These messages aired during the active phase of the project on radio stations affiliated with the iHeart Philadelphia Media Market. The message content was delivered by barbers from the Sharp Insight project. The links to the messages are included in the text box below.

During the active phase of the project, these commercials were aired 173 times.

Texts: The use of social media was a secondary method of information dissemination, with barbers engaging customers being the primary. This included the regular texting of brief messages to the phones of those customers who provided valid telephone numbers. Between June and November, 170 text messages were sent to all customers who had opted in and all 51 participating barbers. All recipients were encouraged to forward these texts to friends and members of their social networks. Topics included information about jobs, employment services, GED or training opportunities, community updates / activities, Sharp insight project announcements (ticket giveaways, barber photos, and in one case, the announcement of the death of one of the participating barbers.), and encouragements to pass along the Sharp Insight messages or to follow on social media. Listed below are monthly summary of the topics. The side panel provides an example of text messages.



June 2016:

- Barber Customers- Thanking them for opting in; speaking to your barber about civic engagement opportunities

August 2016:

- Education: GED Opportunities (3)
- Job Opportunities: (NBP, Harrah's job fair, Randstad Staffing, Green Eggs, Aldi's Food, etc) (15)
- Resume Building (2)
- Reminders to VOTE (2)
- Barber Meetings at Power99
- Barber's Death: Darryl (1)
- Ticket Giveaways at Power99 meeting

September 2016:

- Reminder to barbers about opting in customers, easier than re-texting (10)
- Employment opportunities (16)
- Reminder to VOTE on Tues, NOV. 8th (4)
- Barber Photos (3)
- Black men and their role in the community (3)
- Radio commercial speaking about black men and civic engagement (1)
- Social media promotions (3)
- Information on City Council representatives & their ability to help (7)
- Information on Food Stamps (2)
- Info on Sheriff Dept. (1)

October 2016:

- Health Insurance (3)
- Employment opportunities/ Job fairs (13)
- GED/ College Opportunities (4)
- Winners of Tickets/ Entertainment (5)
- After school programs for youth (3)
- Resume building, requirement for jobs (2)
- Survey; asking about major intersections (10)
- Links to Power99 (2)
- Rap Sessions (4)
- VOTE (4)
- City Council representatives (9)

November 2016:

- Employment opportunities (14)
- VOTE (4)
- Power99 Meetings (7)
- Barber Appreciation Day (2)
- Surveys at Barbershop (4)
- After-school Programs (2)
- City Council Representatives (3)

Facebook <https://www.facebook.com/search/top/?q=sharp%20insight>

The Sharp Insight Facebook and Twitter (see next page) sites were other forms of social media used to relay messages to the network of barbers and customers. Posts featured participating barbers photographs and messages mirroring the text content. The photos of barbers were viewed as one of the benefits of participation since the Philadelphia Photo League provided professional photos of barbers for FREE.

Radio was used several ways. Once barbers introduced the project to their customers, a series of 15 second **radio spots** were produced by participating barbers. These 15 second ads aired 173 times and promoted the Sharp Insight program, why barbers were doing the project and the importance of men voting & sharing community resources. In addition to the posts directly distributed by the Sharp Insight Project Team, barbers were periodically invited to participate in radio interviews with local audiences hosted by well-known radio personalities affiliated with IHeart Media. The radio station also completed five FB live post on Power99 and WDAS-FM to highlight barbershop meetings (#sharpinsight).

Sharp Insight
@SharpInsightHQ FOLLOWS YOU

TWEETS 292 FOLLOWING 84 FOLLOWERS 75 LIKES 42

Following

Sharp Insight Retweeted
Loraine Ballard @loraineballard · 17 Oct 2016
 Moderating a meeting of barbers part of @sharpinsighthq barbers leading in community @ Shear... [instagram.com/p/BLqw8mvBOW1/](https://www.instagram.com/p/BLqw8mvBOW1/)

Sharp Insight Retweeted
Steve Vassor @SteveVassor · 17 Oct 2016
 Love our @SharpInsightHQ family! Lifting up #Philly' Black barbers who lift up Philly's Black men.

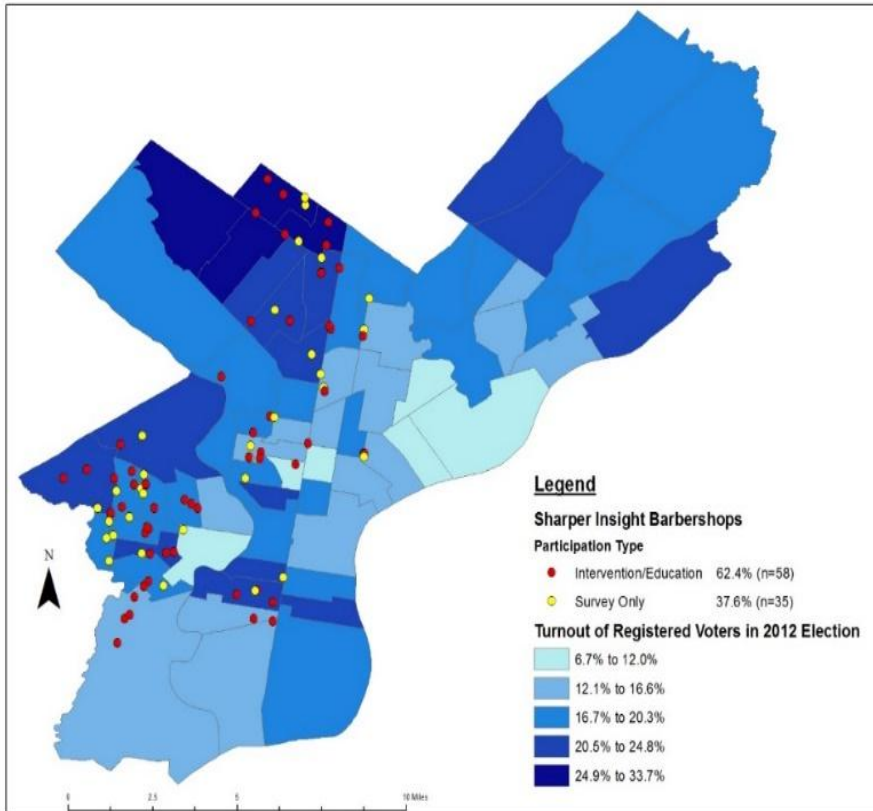


Loraine Ballard, Sharp Insight and DonnaFrisbyGreenwood

Sharp Insight Retweeted
DonnaFrisbyGreenwood @DAFrizzG · 17 Oct 2016
 Looking 4ward 2 @SharpInsightHQ #realtalk at 9:30a #PrecisionBarbershop, 1512 Wadsworth w/ @loraineballard @CherelleParker9 @RepCookArtis

Impact

Evaluating the impact of Sharp Insight was an important priority from its inception. Several strategies were used to collect meaningful data on the feasibility, acceptability, and impact on civic engagement and voting participation produced by the Sharp Insight. Knowledge and engagement were measured among customers from participating shops before and after Sharp Insight implementation. This allowed for the comparison of responses from customers using shops actively delivering Sharp Insight messages with those shops that were not delivering information or engaging their customers. Focus groups with barbers and customers were also conducted after the delivery of the project. These focus groups solicited feedback on the experiences of both barbers and customers. These discussions had a particular focus on aspects of the program considered most important and influential. Individual interviews were also conducted with barbers who had been less actively involved during the implementation phase. We were interested in hearing feedback from barbers who may not have been as engaged.



Surveys and barbershop group assignment

The Sharp Insight Project conducted two surveys of barbers and customers. The first survey was conducted prior to the beginning of trainings and educational messages. This survey was conducted by visiting barbershops across Philadelphia late February to early June. Each survey was conducted face to face with an outreach worker asking respondents questions and recording answers on a smartphone connected to an online survey. The purpose of this survey was twofold. First, it was important to ask the men in the barbershops about topics important to them to inform the educational materials and messages. Secondly, it was useful to establish a baseline for the level of civic engagement, civic knowledge, and political participation among the men in the barbershops in Philadelphia.

After the first survey and before the trainings and educational messages began, Sharp Insight randomly assigned each participating barbershops into two groups. The first group received the full set of trainings and educational treatments. They receive educational materials and benefits of Sharp Insight. Then they were surveyed after the 2016 General Election late November and into December. This group of barbershops was referred as the “Education Group” in the survey results presented below. The second group would not receive any trainings or educational materials or messages and was surveyed after the 2016 General Election. This group of barbershops will be referred to as the “Survey Only” group.

The purpose of dividing the barbershops into these two groups is to allow us to more effectively evaluate the impact the project had on the men in the barbershops. This was particularly necessary because of the complications of comparing pre/post samples in an election year. Due to campaign and media effects, we would expect there to be changes in engagement, activism, and knowledge of citizens from the Spring of

2016 to the Fall of 2016. By comparing two samples pulled from the same population at the same time we are able to more accurately isolate the effect Sharp Insight had on the men in the barbershops. In order to maximize the educational benefits while also providing an adequate comparison sample, the barbershops were split 60%/40% with 50 barbers in the education group and 30 barbers in the survey only group. This translated to 89 barbers in the education group and 46 barbers in the survey only group. The random assignment of barbershops was done within four sections of the city so that both the survey only and education groups had equal representation among each of the four sections of Philadelphia.

Beginning the first week of December 2016, outreach workers began conducting the second survey. This survey was conducted using similar methods as the first survey and 279 surveys were conducted through the first week of January 2017. One difference between the first survey and the second survey is that in order to reach more barbers and customers in a timely manner 85 surveys were conducted over the phone and 27 were conducted outside of barbershops at a Sharp Insight meeting. Of the 279 surveys, 121 were from the survey only group while 158 were from the education group. Within the 158 education group responses are 25 surveys from barbershops that initially signed up to work with Sharp Insight but did not follow through with their participation in the project. For the analysis presented below, we had removed those 25 responses leaving 133 responses from the education group. To compare results from the first and second survey many of the questions remained the same between the two surveys.

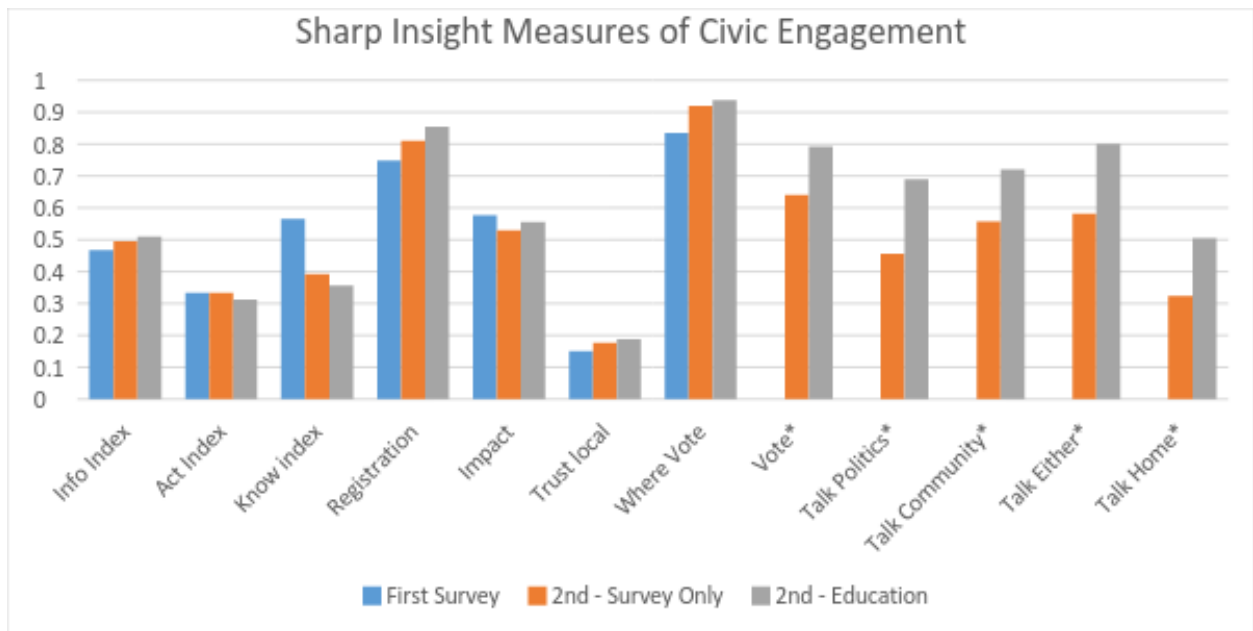
Civic Engagement Impact

In the table below are the 12 measures of civic engagement included in the two surveys. The last five measures were only asked in the second survey. The table includes a description of each measure and how each are scaled. All measures have been standardized to a 0 to 1 scale for the sake of comparison within a single graph.

Measure Name	Measure Description	Scale/Range
Info Index	An index of 16 questions asked about local government information.	Scaled 0 to 1 with larger numbers indicating more information.
Act Index	An index of 5 questions about participation in political and civic activities.	Scaled 0 to 1 with larger numbers indicating more activities
Know Index	In index of 4 question about local political knowledge.	Scaled 0 to 1 with larger numbers indicating more political knowledge.
Registration	Were you registered to vote for the most recent election?	Ratio of respondents registered to vote
Impact	How much impact do you think people like you can have in making your community a better place to live?	4-point scale rescaled to 0 to 1
Trust Local	How much of the time do you think you can trust the local government to do what is right?	4-point scaled rescaled to 0 to 1

Where Vote	Do you happen to know where to go vote in your neighborhood?	Ratio of respondents who know where to vote
Vote	Some people were able to make it out to vote while others were not. Did you vote in this election?	Ratio of respondents who voted
Talk Politics	Respondents has recently talked politics with their barber.	Ratio of respondents who said they talked politics
Talk Community	Respondent has recently talked about community issue with their barber.	Ratio of respondents who said they talked community issues
Talk Either	Respondent has recently talked about politics or community issues with their barber	Ratio of respondents who said they talked politics or community issues
Talk Home	Conversations about politics or community issues with their barber has led to other conversations with family or friends.	Ratio of respondents who had other conversations

In the figure below, results from all 12 measures are graphed. For the first seven measures results are broken down between the first survey, the survey only group of the second survey, and the education group of the second survey. In the last five measures only results from the second survey are presented. For these results, only the 198 responses from customers are included. In order to determine if differences between the two second survey groups are significant, statistical tests were run. Measures with statistically significant differences between the survey only and education groups are marked with a * by their name. For the other eight measures, the difference between the survey only and education groups is not significantly different than zero.



Sharp Insight appears to have had a significant effect on the voter turnout of the customers in the second survey. Of those in the survey only group, just 64% voted while those in the education group reported voting 79% of the time. Sharp Insight also increased influenced the conversations that happened in the barbershops. In the survey only group 46% of customers reported having political conversations with their barber. Those in the education group reported having political conversations at a rate of 69%. A similar pattern exists for talking about community issues with your barber. Those in the survey only group reported talking about community issues at a rate of 56% while those in the education group reported 72%. If we combine these two categories, 58% of respondents in the survey only group had conversation about either politics or community issues with their barber. Eighty (80%) percent of education group respondents had conversation about either topic.

Importantly, Sharp Insight also influenced the conversations customers had with friends and family outside of the barbershop. Only 32% of those in the survey only group said conversations they had with their barbers about politics and community issues led to other conversations with family and friends. For those in the education group, this number jumps to 51%, with over half reporting conversations with their barbers led to other conversations with family and friends about politics and community issues. For each of the five measures, the differences are statistically significant and are highly likely to be caused by the educational trainings of barbers and the messages sent to customers.

It should also be noted that in all but two of the remaining seven (7) measures, respondents in the education group had higher levels of civic engagement than those in the survey only group. These differences were not statistically significant, but it is possible if we would have been able to survey more respondents these differences would have crossed the threshold of statistical significance.

Perceptions and Experiences

Following the implementation phase of the project, participating barbers were invited to take part in focus groups or individual interviews to provide feedback of their experiences and perceptions of the program. A focus group was also held with customers who had opted into the project. The discussions and interviews were led by a Sharp Insight staff who DID NOT work directly with the participants. Both the focus groups and interviews followed a semi structured interview guide. The focus group conversation was designed to provide a forum for the barbers to openly discuss their experiences in implementing the program. The individual interviews were conducted with barbers who were involved and those who were less involved in an attempt to include those who may have held less positive views of the program or to better understand why they their engagement levels were lower.

Among both the barber and customer focus group, participants and those who completed individual interviews, there was overwhelming consensus regarding the success of the project and the positive experiences of both the barbers and their customers.

Barbers discussed the ease with which they were able to pass along the Sharp Insight materials, messages (talking points) and praised the content. The focus on messages linked to education, training opportunities, and jobs was often mentioned as attractive and of highest priority to the customers. Several time babers also mentioned the high level of interest in information on procedures for expungement of records and voting rights of people with arrest records.

The customers confirmed the importance of the information around jobs and education as being the messages that helped them connect with the civic engagement and voter participation information.

***“Some of the stuff I read was again about our congress and councilmen numbers to reach them at how to get in touch with them. The job thing which was important at that time, led me into it”
(Customer)***

“What I liked was that first one when they was reaching out for jobs and it’s like I know a lot of people that doesn’t have job and I have no criminal record but I know people that do and when I saw that this group was actually letting that literature out which at the time was needed because I just had a relative come home and was confused about a position and that helped in and I said ok I can help people so I got it out there.” (Customer)

We were interested in learning directly from barbers the strategies they used to initiate and guide conversations. In this regard, the focus group asked barbers what they thought a number of comments indicated that Sharp Insight tapped into and the well-established, pre-existing set of communication skills that barbers were comfortable and proud to use. The mission of Sharp Insight to promote civic engagement was also seen as being consistent with the perceived role of barbers in the community.

“I actually thought I thought that this would be a great way to get great recognition for what we already do not just for ourselves but for the communitythey only see what the media presents they don’t see the struggle and things that our communities go through. Us as barbers we’re like politicians to our communities and our neighborhoods and our kids need that sometimes it’s our responsibility to help our children grow up.....” (Barber)

Barbers saw their role in Sharp Insight as building upon one of their most important values with their customers and in the community-- linking people to resources, services or other helpful people in the community. The networking role of barbers was seen as contributing to the success of Sharp Insight and highly valued by the barbers.

“Sharp Insight to us is another networking situation, but it’s all in one. We take cards from everybody just like they take our cards from us so like if they have a business or something like that we automatically know I have guys that do towing, tow truck drivers, people that sell out of houses, rent houses, so we network with our people all day...” (Barber)

“I always tell people Sharp Insight is basically an acronym for barbers-- we have a sharp insight into the community so that’s all sharp insight is it’s the barbers being the most resourceful in the neighborhood we know everything and everyone from all walks of life that can help somebody do something and all it’s about is endorsing our people endorsing our brothers to do better get better to the best of our ability that’s what sharp insight means to me” (Barber)

Comments from customers reflected their experience in the barbershop as a safe place for information exchange.

“The barbershop is like a second home. It’s like we all family first going there people are strangers then they become friends then you start inviting them to

gatherings and they become very close friends so we are very open inside the shop we talked about everything and lately.....everybody been talking political talk. (Customer)

“Passing off good information, you know, different events that going on. Like I said networking job openings you know when you get that type of information you can always pass it along” (Customer)

From the focus groups and interviews, we have been able to collect comments that reflect a very positive view of the project. The comments reinforce the wisdom of viewing barbers as trusted sources of information and an important nexus for information exchange. The use of information and messaging regarding the high priority topics of employment and education was consistently viewed by barbers and customers alike as facilitating exchange of information on topics of civic engagement and voting participation. There was complete consensus that the program added value to the community and should be continued.

Lessons Learned, Including Keys to Success:

1. Feedback from the focus groups and interviews indicated that the barbers and customers were most drawn to educational materials and social media messages that were directly related to their personal needs. Civic engagement strategies to increase civic participation, therefore, will most likely have increased efficacy when they are more directly linked to accessing and obtaining current needed services and resources.
2. Barbers work in some cases seven days a week, which is benefit to having many chances to engage customers, but a challenge to scheduling training and update meetings that they need to attend related to the project. Project meetings were scheduled on Mondays, when some barbers had off, but some could not attend due to other commitments.
3. Based on the current project design, Sharp Insight requires a substantial level of administrative and technical support to ensure that participating barbers are able to keep up with certain reporting requirements, and deliver the intervention components with fidelity to the training modules and protocols. For example, in those situations where the YOACAP outreach staff (whose primary responsibility was to support the barbers) was unable to maintain regular, frequent contact with particular barbers, those barbers tended to fall behind with documenting their contacts and conversations with their customers and/or submitting required paperwork on time. This aspect of the project was detected during the monthly Evaluation Team meetings when reviewing and assessing Work Plan progress.
4. Based on the pre-survey responses and the initial orientation & barber trainings, it was evident that the majority of the participating barbers were learning along with their customers. It might be beneficial to distinguish and categorize barbers by their levels of pre-existing civic knowledge and civic participation so as to establish different levels of needs for training and technical support. Establishing such a rating system may help with pinpointing and maximizing resources more efficiently and effectively.
5. Based on routine programmatic monitoring of the Work Plan activities, Fridays and Saturdays were the best days for the outreach staff to visit the barber shops because most barbers were more consistently available on these days. Therefore, it is recommended to allocate outreach staff time and related project resources to cover the majority of the shops throughout the coverage area during the these two weekend days.

6. Branding and marketing materials are important to reaching men; must look good to help legitimize the project; must also change materials so men do not get bored thinking that the project is not being updated or is stagnant.
7. Messages need to have up to date resources and tied to civic engagement
8. Collecting surveys took an exorbitant amount of time; barbers thought using initials was important so men would feel comfortable opting into Sharp Insight
9. Partners have so many in-kind services that add value to the project: like concert tickets, space to meet daily, hundreds of high quality photographs, volunteers who can support staff
10. Text messaging was exceptionally effective, with only 41 (8%) opt-outs among 513 individuals.
11. Once barbers were recruited, split into two groups, we were able to determine their clientele size. While this did not present a challenge, it reduced our target number to be reached. Some barbers had lower numbers of clients and some clients declined opting in as well.

What Lessons Came from Unexpected Challenges You've Faced

1. Training timeframe took longer than expected due to barbers not being able to attend since they were working, had other appointments or commitments; Trainings were held 10am, 12noon and 2:30 on Mondays to provide flexible times, but some barbers could not attend, did not want to attend, didn't have transportation or free time.
2. Barbers were re-texting customers providing them with resources even if the customer did not opt into the project;
3. When barbers didn't attend meetings, it didn't mean they were disengaged, but they may have other commitments; There are different levels of engagement
4. There were so many different moving parts of the project; The project team needed to separate tasks by performance standards, but some team members only wanted to work on their respective areas which segregated some; as a result there needed to be a few consistent members who were a part of all performance standards meetings to bring cohesion to the project
5. Barbers used their hands all day to cut hair; even though we created a second telephone application for data collection as barbers suggested, we did not use it since we noticed that they were not always reviewing forms for accuracy; If they were not able to take time to review forms, they could not stop to enter data into the app; the outreach team thought it was important to limit accuracy issues by only using a hard-copy opt-in forms
6. Meetings were an important part of the project; using **conference calls** were instrumental instead of meeting face to face; the project team used conference call all of the time, barbers used conference calls when we had to meet on an off day or another day other than Monday (Wednesday-Saturday)
7. Paperwork accuracy was important; barbers were not always checking for data completion since they were cutting hair; staff attempted to contact respondents when information was missing but it was difficult to call or text, not having their full contact information; we just had their initials
8. Many men did not note having social media or did not provide their username, so text messaging was key to disseminate civic engagement messages directly to their cellphone; Many men only visited the barbershop twice a month, so sending text messages between their visits, was important communication method

Partners

Listed below are new partners engaged since the interim report. Partners that were very instrumental with the planning, barber training, marketing, implementation and evaluation of the project were: Little Giant Creative (Tayyib Smith, Meegan Denenberg, Aran Hart, Irving Navarro), Amped Strategies (Steve Vassor), Evaluation Consultant (Kenneth Cruz- Dillard), University of Pennsylvania (David Metzger), Jon Gosier, Donna Frisby-Greenwood, IHeart Media (Loraine Ballard Morrill), and Robinson Plus (Bahiyah Yasmeen Robinson) who assisted with social media.

1. Three political scientists from Temple University collaborated with the evaluation team: Jay Jennings, PhD; Nyron Crawford, PhD; and Kevin Arceneaux, PhD. Kenneth Cruz-Dillard and Dave Metzger, PhD of University of Pennsylvania provided leadership for Sharp Insight evaluation activities.
2. Philadelphia Photo League volunteered and took hundreds of high quality pictures that we used to promote Sharp Insight through print, social media and the press; They are providing professional photographers to take picture at our events, they wrote short stories on participating barbers, and provided those photographs, FREE of charge to barbers as an incentive for being a Sharp Insight Partner.

Other non-traditional partners included: University of Pennsylvania's EOC helped with GED and other educational supports; Graduate Philadelphia who provided college support for men who had college credit, but disengaged from post-secondary opportunities; Health Federation supported men in obtaining health insurance; State Farm assisted men who needed homeowner, renters, auto or life insurance; Philadelphia Lawyers for Social Equity provided support for men who needed pardons/expungements; Messages about these services were incorporated with civic engagement messages that were sent directly to men's telephones. Kym Northworthy was hired as a publicist to assist with obtaining press and generating newsworthy events related to Sharp Insight. She was able to secure a story with Huffington Post and NBC Nightly News. Lastly Ms. Northworthy asked her colleague and good friend Malcolm D Lee, Director of Barbershop: The Next Cut, screenwriter, producer and actor to include a short talk about Sharp Insight during one of the Philadelphia Premiere of the movie. Right before the movie screening aired, Mr. Lee videotaped a short clip where he said hello to all of the barbers in the audience and who were invited to the screening of the movie. The clip was the intro for the movie and made many of the barbers feel supported as a result. Donna Frisby-Greenwood was able to secure 100 tickets for barbers, their guests and members of the project team so they could view screening of the movie, which had elements of civic engagement throughout.

http://www.huffingtonpost.com/entry/sharp-insight-civic-engagement-initiative_us_57fe757ce4b0162c04395472?gut4rhehrgobkpgb9

<http://www.nbcnews.com/video/these-barbers-are-helping-black-men-get-out-the-vote-672868931584>

How could Knight help increase the effectiveness of your work?

Knight Staff supported the project in many ways. Speaking with media contacts and assisting with interviews. Retweeting and sharing social media post as well as articles about the project. Having the initial meetings to discuss expectations and ways the foundation could be supported throughout was very helpful. Being flexible allowing the team to make adjustments with dates, especially during the data collection / analysis process. Conducting focus groups and interviews were not originally figured into our schedule, but

it helped the evaluation team better understand the thoughts of customers and barbers. The foundation extended time for the team to conduct these activities, have the interviews transcribed and analyzed to get feedback from barbers and their customers.

Moving forward, there are few requests that we would like the foundation to consider. The team would like to take lessons learned and institute phase 2 of Sharp Insight with financial support from the foundation. The team would like to do the following:

1. Join the education and survey only barber groups together
2. Include other interested barbers in Philadelphia County & surrounding counties
3. Do additional radio commercials and interviews
4. Conduct additional trainings for the upcoming local elections
5. Streamline data collection process
6. Recruit new customers to receive messaging
7. Send out new text messages specific to impact the upcoming local elections
8. Evaluate the entire process using the framework suggested the foundation and the evaluation team
9. Staff would like to hold a culminating event for Phase 1 of the project at the Philadelphia African American Museum supported by the foundation. At this event, we would like to showcase the barbers, the barber photos, project video, disseminate our findings, invite the barbers from both sides, a few of their customers or guests, and press to discuss the overall project. Loraine Ballard Morrill will host and other key stakeholders will be invited. Philadelphia Photo League will donate the large photos of the barbers and their short stories. The museum will reduce the cost for the event and All Aboard Seafood will cater the event at a reduced cost.

Budget Adjustments

Early 2016, staff requested a budget modification for the following reasons:

Money for a staff person was switched to consultant for Kenneth Cruz Dillard; We also requested supply funds to be changed to travel;

In addition, some consultants have not been paid in full since we are still working on the report. Our financial statement will show the unused funds, but they will be used after we turn in all invoices.