Piloting the Guiding Principles for CEI

1. Title of your Pilot	Art for Impact: Community-Driven Creations for TB and Mental Health Awareness

2. Pilot team members	Name	Designation
	Dr. Zeeshan Kibria & Dr. Saima Aleem	CEI Pilot Leads
	Asadullah	Pilot Project Manager
	Saara Khan	MEAL Manager (Monitoring, Evaluation, Accountability, and Learning)
	Bilal Ahmad	MEAL Coordinator
	Maria	Qualitative Expert
	Dr. Kanwal	Co-Creation Coordinator
	Rida Zarkaish	Co-Creation Coordinator
	Tuba	Media Coordinator
	Ihtesham ul haq	Community Engagement Officer (Local Community)

	Ihsan	Community Engagement Officer (Afghan Refugees)

CEI activity	
3. Aim of CEI activity	The CEI guiding principles pilot project aims to develop and disseminate community-selected and co-designed art genres and evaluate their impact and success using quantitative reach, relevance, usefulness, collaboration, co-creation, and process evaluation indicators.
4. Describe the CEI activity	Over six months, the pilot project activity will be carried out in three phases. **Phase 1: (0-2 months)** **Understanding Community's Perspective Regarding Art-Based CEI:** We will conduct **4 CEI field activities** with local and Afghan refugees in District Peshawar and Haripur to: ➤ Listen to their voices ➤ Present co-creation ➤ Get feedback regarding art genres. Before the session starts, we will explain the purpose of our visit to all community members and will provide them with an information sheet and consent form for their participation in the CE session. The first half of the session will involve awareness regarding mental health and tuberculosis, and their lived experiences and will be guided regarding coping strategies for depression and anxiety. In the second half, they will be informed about the concept of co-creation and different art-based genres for awareness. Their views will be audio recorded and a focus group discussion will be conducted to further explore their views regarding art-based genres and their content.

The team will conduct qualitative data analysis for all the field activities and themes will be generated from the codes. The team will identify the community's needs and demands to inform the co-creation workshop.

Two Co-Creation Workshops:

In the first, we will present the qualitative findings to **build consensus** on selected art genres (visual, performing, or digital) ensuring bringing strength from diversity and learning from each other's experience.

In the second co-creation workshop, we will finalize the **components, content, design, mode of delivery, and reach**.

Phase 2: (3-4 months)

We will **develop one art genres** and its **dissemination strategies** (e.g., illustrated books for visual art, videos, or live performances for performing art). Once developed, these will be presented to stakeholders for approval and disseminated.

Phase 3: (5 & 6):

Impact and success measurements will be conducted. The success will be measured quantitatively using reach, relevance, usefulness, collaboration/co-creation, and process evaluation indicators.

Resources:

CONTROL CEI is already established, existing CEI resources including HR, logistics, finances, and infrastructure will be used. Small grant will be request for pilot project to support community member's participation.

Progress & Success:

We will set deliverables and milestones for every phase to monitor progress based of MEAL frameworks.

5. Location	The CEI field activities will be conducted in the local community and Afghan refugee camps in District Peshawar and Haripur as the CONTROL study is ongoing in these districts. The co-creation workshops will be conducted at Khyber Medical University, Peshawar.
6. People involved - CEI activity	We will involve the community members having different backgrounds to bring diversity to the activities. Based on the previous CEI practices, we will involve (but not limited to) male and female community members residing in both local community and Afghan refugee camps, people with lived experience of TB and Depression, service users, family members and carers, religious scholars, community focal persons, schoolteachers, youth group representatives, civil society, academia, CONTROL community advisory group members, and health workers. For the co-creation activities, apart from the representatives previously mentioned, mental health and T B experts, family physicians, research team members, artists, content creators and influencers etc will also be invited.

Piloting the Principles	
7. CEI principles	1. Involve the community at the earliest opportunity and throughout the process 2. Build open trusting and mutually beneficial relationships 3. Facilitate power-sharing 4. Be flexible and creative 5. Embed monitoring, evaluation and learning
8. Aim of pilot	Community engagement is at the heart of the CONTROL study. Community members are actively engaged at all stages of project activities. During the past year, via CEI activities we explored the community's perspective

regarding TB and mental health. In the next phase, we plan to bring diversity to community engagement based on participatory action research.

Visual, performing, or digital art are vital tools for community engagement as they have the power to unite people for a shared purpose and also reach to masses. For this new initiative, we hope to *involve the community at the earliest opportunity and throughout the process to build open, trusting, and mutually beneficial relationships, facilitate power-sharing, be creative, and embed monitoring, evaluation, and learning.*

This will support and empower communities to identify their own needs and work together to select and develop the most appropriate art medium to spread awareness regarding TB and Depression.

9. Approach to testing the principles	A prospective approach will be used in this pilot project and for phase 1, information, discussion, and feedback sessions, a qualitative data collection method, and a co-designing approach will be employed. For phase 2, creative development and dissemination methods will be used. For phase 3, MEAL and impact evaluation methods will be used.
10. Pilot timelines	The timelines for the three phases will be kept consistent as per the timelines shared by the CEI Global inbox. Phase 1 completion date: 15th September 2024 Phase 2 completion date: 15th November 2024 Phase 3 completion date: 15th January 2025
11. Capturing learning from the pilot	Documenting lessons learned will help the team identify our strengths and weaknesses. For capturing the lessons learned, an integrated approach will

	be used to incorporate lessons learned regularly and consistently via regular project reporting. The project manager will meet with the team monthly to discuss top key lesson and will discuss, synthesize and disseminate lesson learnt.