

Lived Experience

Bringing lived experience into programme learning



REGION

Kilifi County, Kenya

STUDY AREAS

Ganze, Kaloleni and
Magarini sub-counties

YEAR

2025

PROGRAMME

NPPP integrated within
NICHE

PROJECT OVERVIEW

As part of the qualitative evaluation of the integrated National Positive Parenting Programme (NPPP) and Nutrition Improvements through Cash and Health Education (NICHE) programme in Kilifi County, Evidence & BEYOND worked with Eldra to develop a series of human-interest narratives documenting caregivers' experiences of the programme.

The work was conducted across **Ganze, Kaloleni and Magarini sub-counties** and formed part of a wider qualitative study that also included focus group discussions, key informant interviews and a review of programme documents.

WHY WE USED THIS APPROACH

Research can identify patterns across people's experiences, but those patterns do not always capture the depth and individuality of what change looks and feels like in someone's life.

We wanted lived experience to have a meaningful place in the study, with participants able to tell their stories so their own experiences, perspectives and journeys remain visible.

20

narratives collected

14

narratives selected to reflect
diverse lived experiences

30–45

minute in-depth interviews
with photographic
documentation

What we did



Designed a dedicated storytelling method

A separate interview template, developed alongside the wider tools, documented individual experiences and emotional journeys related to the NPPP-NICHE programme.



Brought research and storytelling expertise together

Evidence & BEYOND worked with Eldra, combining qualitative research with specialist communications and storytelling expertise. Research assistants and journalists recruited from the study areas, fluent in Kiswahili and local languages, were trained in ethical storytelling, photography, interviewing, consent and safeguarding.



Conducted in-depth follow-up interviews

After the focus groups and key informant interviews, participants whose experiences offered deeper insight were invited for follow-up conversations. Trained journalists held 30–45 minute interviews with photographic documentation, so participants could share their experiences in their own words.



Curated diverse experiences

We collected 20 narratives and selected 14 to reflect diverse lived experiences, changes in parenting practices and the programme's influence on family life.



Built ethics and safeguarding into the process

Because the narratives were identifiable and intended for public use, participants gave specific consent to be named and photographed. Researchers and journalists were trained in ethical interviewing, child safeguarding and managing sensitive disclosures, with referral information available where extra support was needed.

WHAT THE NARRATIVES CAPTURED

- Changes in parent-child relationships
- Approaches to discipline
- Family communication
- Men's involvement in caregiving
- Gender roles
- Shared responsibilities
- Caregiver confidence

WHAT THIS ADDED TO THE EVALUATION

The narratives brought an individual, human perspective alongside the wider qualitative findings. Focus groups and interviews identified patterns across participants and stakeholders; the stories showed how those experiences were lived within particular families, connecting broader findings with the people and realities behind them.

A LESSON WE CARRY FORWARD

If lived experience matters to the question, it should matter to the method.

Bringing lived experience into research means more than inserting quotations into a report. It needs methods that fit the question, the context and how people are comfortable telling their story. For Evidence & BEYOND, that means **designing for lived experience deliberately, protecting it ethically and recognising it as a valuable form of knowledge alongside other evidence.**