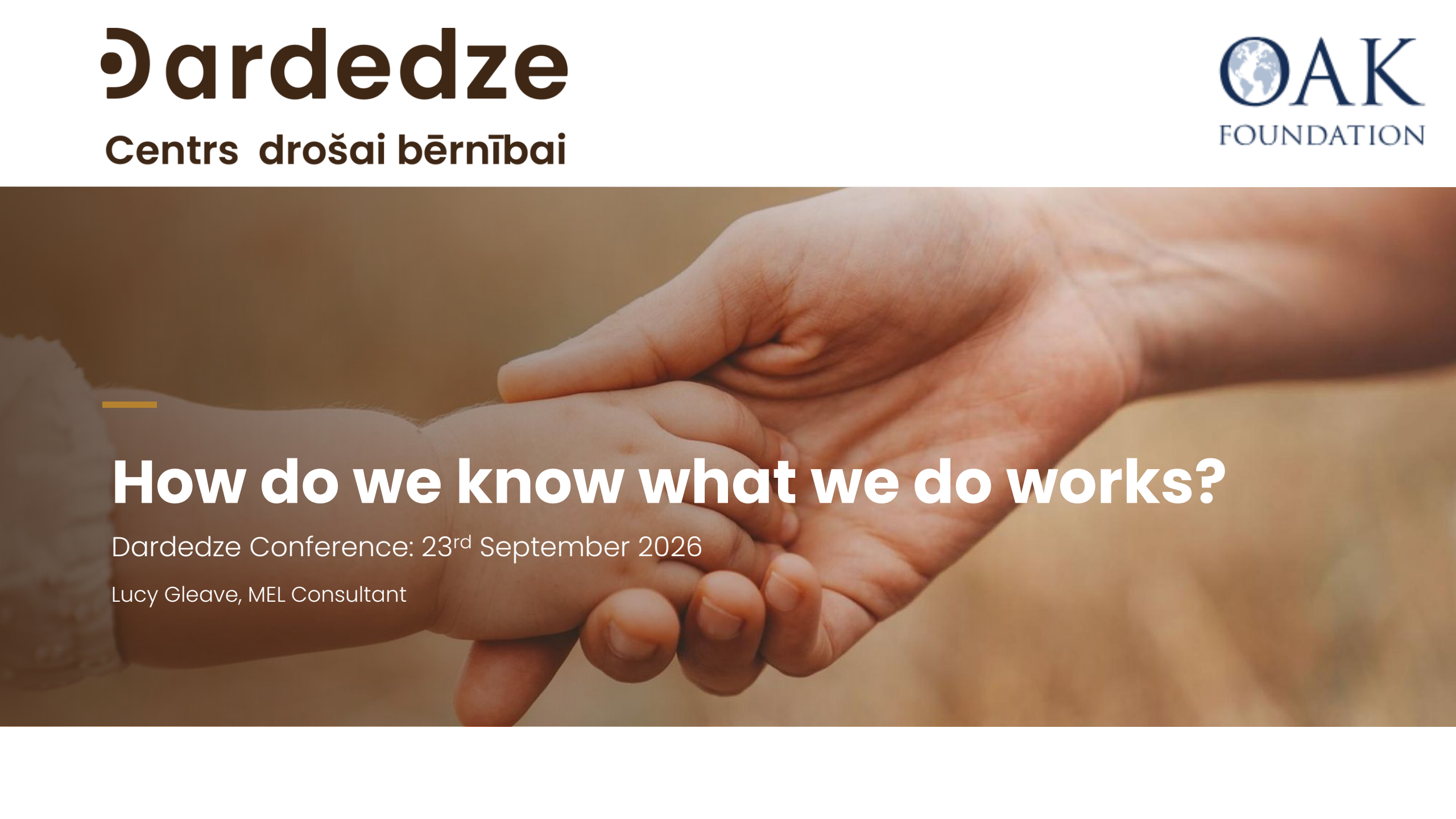


Dardedze

Centrs drošai bērnbai

A close-up photograph of two hands, one larger and one smaller, gently holding each other. The hands are positioned in the center of the frame, with the fingers interlaced. The background is a soft, out-of-focus light brown color. A small orange horizontal line is located to the left of the title text.

How do we know what we do works?

Dardedze Conference: 23rd September 2026

Lucy Gleave, MEL Consultant

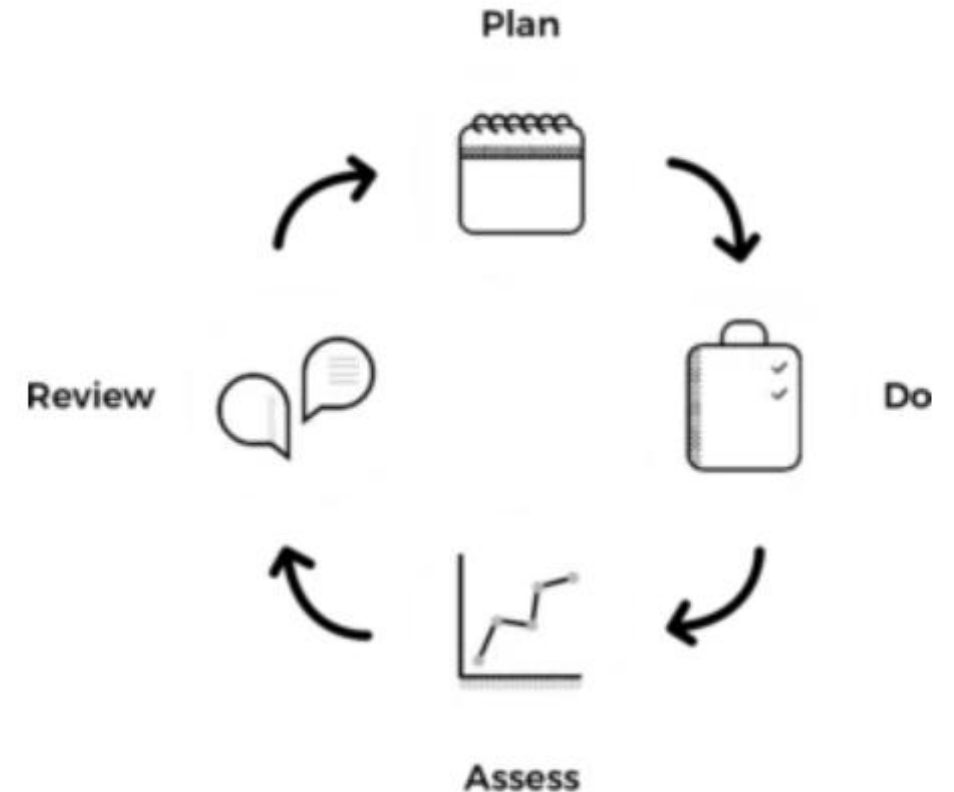


What is MEL?

Monitoring: The ongoing, routine collection of data to track what we deliver and for whom; checking progress of social change work as you go.

Evaluation: The periodic, systematic look at how well we are doing and what difference we are making; making sense of the data we hold with additional research insights. (Self led and independently rigorous studies)

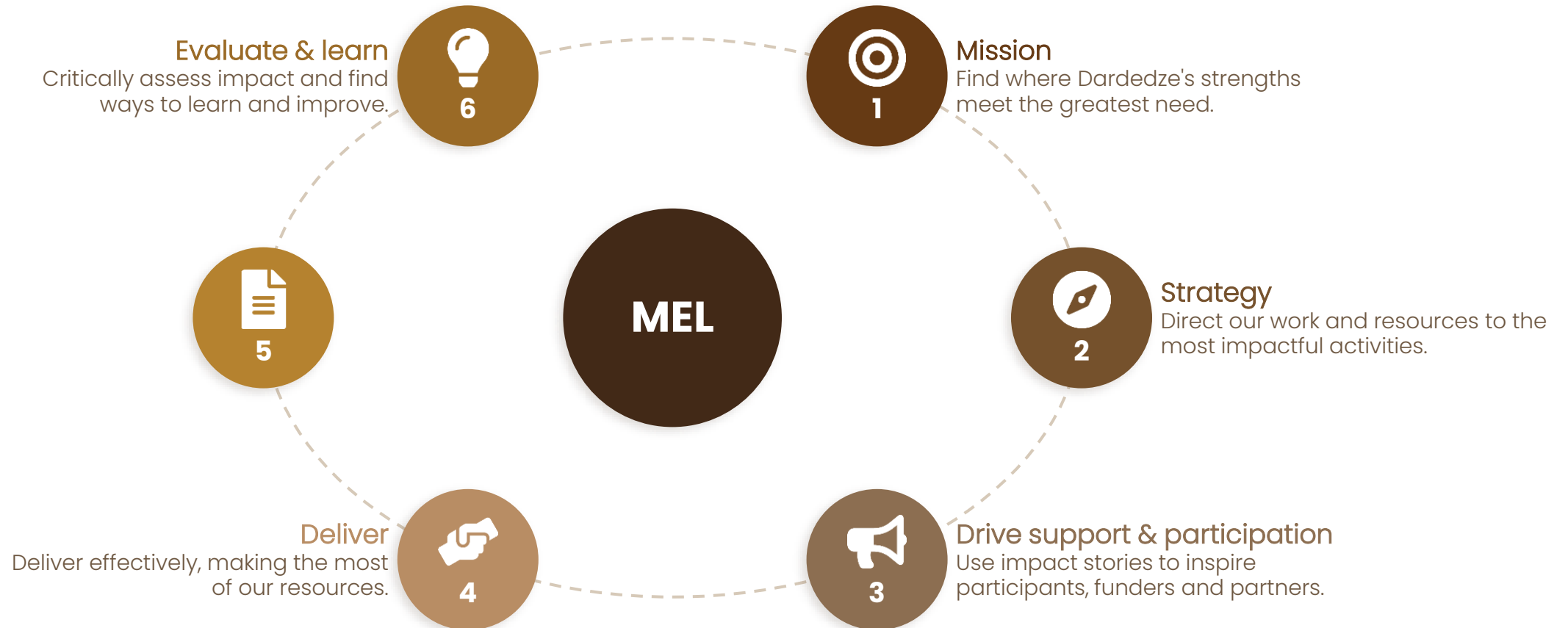
Learning: Using what we find to make decisions, improve our work and tell a clear story about our impact.





Why is MEL important?

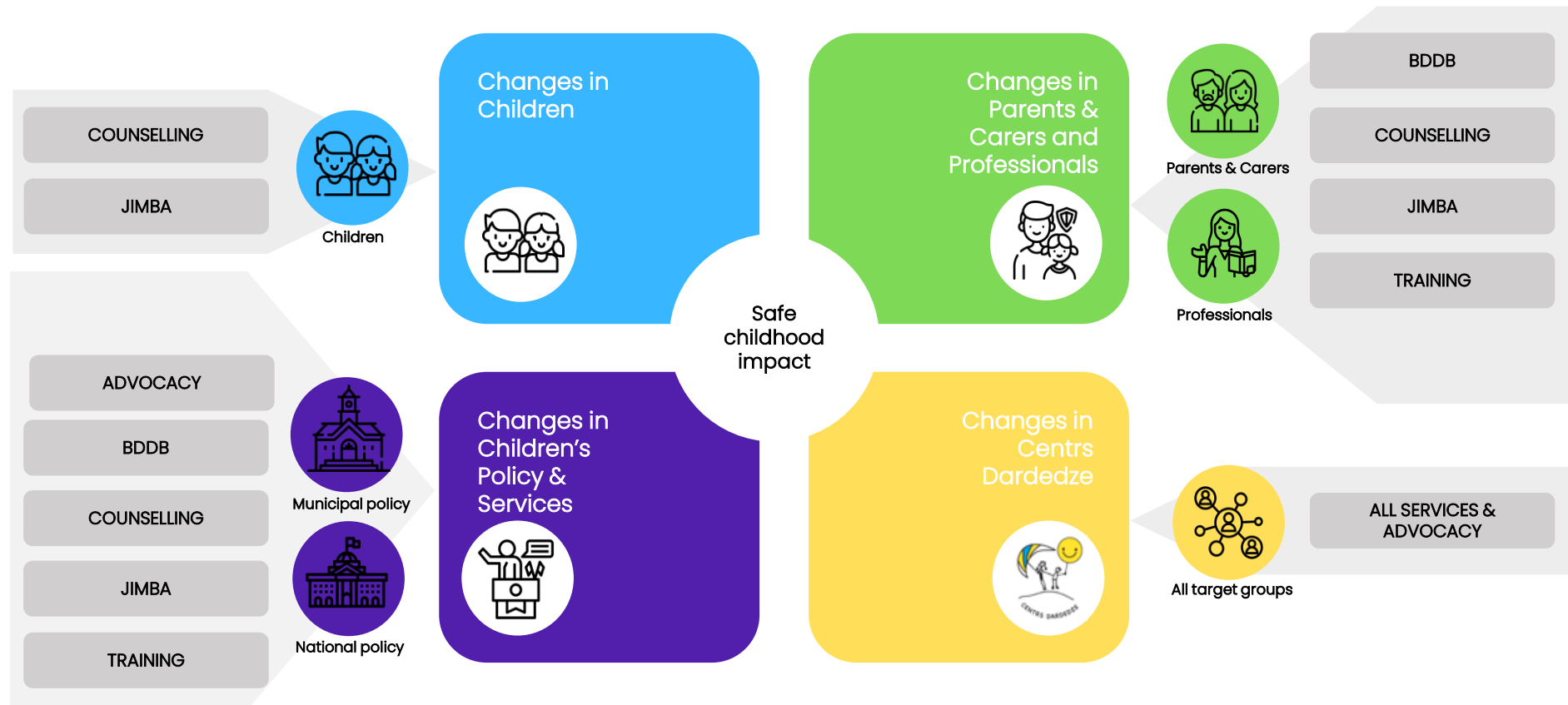
Done well, MEL runs through everything, driving an organisation's social impact and success.





How do we understand the impact ambitions of Dardedze's work?

We started by thinking about how Dardedze's work actively engages different audiences to prevent and keep children safe from child sexual abuse (CSA)

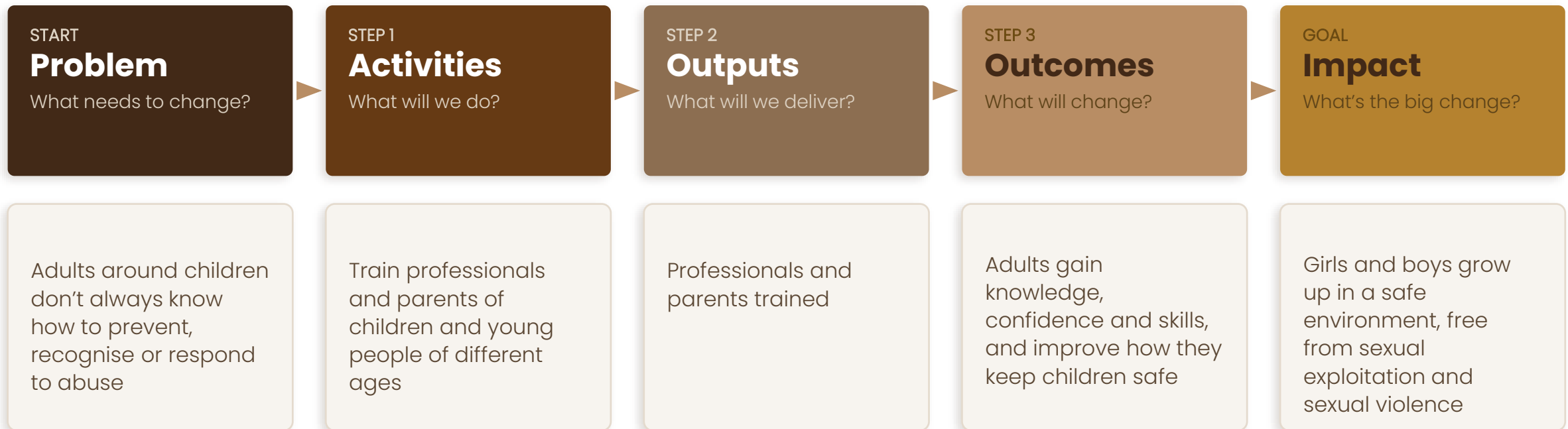




How do we understand the impact ambitions of Dardedze's work?

A simple map of how and why we expect our work to lead to the change we want to see. Read it as a chain of "If we do this... then that will happen."

Example: Centrs Dardedze, Pathway 2 — Safety in relationships (capacity building)





Dardedze is committing to being evidence based, and learning led

Supported by the Oak Foundation, Dardedze is on a journey to build approaches for how it measures and understands the difference its work is making.

This has started with the Jimba programme:



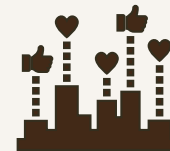
Defining the difference, we want to make and being clear about the **changes** we want to see for agents, children and parents.



Introducing **data collection** to measure the work we do and the changes that happen along the way.



Reviewing what our data tells us to help us reflect, **learn and improve** the Jimba programme.



Share what we find, celebrate our successes and be clear about what we'll do next to **grow our impact**.



Findings from 5 years of Jimba programme monitoring data tell us:



Agents



Agents recognise the risks, have sufficient knowledge about risks and **know what to do** when they are suspicious.



Agents believe **talking with parents & with colleagues** as worthwhile and speaking with children helps to protect them.



Agents have grown in **confidence talking to parents**, but less in taking active action to improve safety in relationships



Parents



Knowledge of **how to protect children from risks of violence** grew, and many understand **confidence protects children**.



Parents increasingly believe **any child can be a victim of violence** and many believe **talking about safety helps**.



The majority of parents (84%) are confident they will **continue to talk to their child** about Jimba's topics.



What clients say about working with Centrs Dardedze

95%

Positive & trusted

of partners rate Dardedze positively (77% “very”); 94–97% trust its work — 70% of the public are positive too.

71/100^{NPS}

Clients recommend it

Of 100 people, 71 would actively recommend Dardedze. Only 6 in 100 would not.

Jimba

The service with the widest reach
62% of partners, and the single top service for public users (25%).

3.7 / 5

Real, felt change

Partners’ average rating of the change in their work is strong. 61% rate it 4 or 5, and under 2% see no change.

What changes

Practical safeguarding gains

- Greater competence ·
- Confident conversations ·
- Acting on a suspicion ·
Recognising the signs of abuse.

2.7 / 5

The public feel it too

A more gradual change for the broader public, concentrated in knowledge.

Signals of impact as clients perceive them — from the 2026 surveys of people and partners who have used Dardedze’s services (public N=807, partners N=401; service users N=85 public / N=358 partners). A strong, consistent signal — not a controlled evaluation.



Dardedze is committing to being evidence based, and learning led

Supported by the Oak Foundation, Dardedze is running an independent evaluation of its prevention programme, the Jimba programme.

1

Taught in full?

No one in 51 interviews described skipping a lesson. Quality of delivery is something to be actively explored further.

2

Training equips agents

Staff compared Jimba to other programmes they deliver. Every comparison favoured it: it shows you exactly what to do.

3

Jimba, the character

Children tell the puppet what they won't tell a grown-up. Agents across nine sites described this independently.

4

Remembered for years

Pupils still recall Jimba seven years on. One child spotted a stranger's warning signs in a park and told her parents.

5

Children protect each other

In one case the disclosure came from other children, not the child being harmed. It ended in a conviction.

6

It spreads outwards

Siblings pick up the language, children correct adults, and staff reporting of concerns has grown over nine years.



What next?

Routinely using all forms of insight to support us to reflect, consider implications of our data and make evidence led decisions.

1

The insight we'll draw on

- Our voice, survivors report
- Dedicated parents survey
- Dardedze brand & impact survey

2

Building MEL for counselling & training departments

- Analysing the data we have and starting practice here
- Building data collection to help us track our theory of change

3

Using findings from phase 1 of the Jimba programme

- To inform areas for delivery improvement
- To help with strategic goals for 2027

Dardedze

Centrs drošai bērņibai

A close-up photograph of an adult hand holding a baby's hand. The adult's hand is larger and has a more weathered appearance, while the baby's hand is smaller and smoother. The background is a soft, out-of-focus warm tone.

Thank you!

Lucy Gleave — MEL Consultant · www.centrsdardedze.lv