



ABDUL LATIF JAMEEL
Poverty Action Lab

TRANSLATING RESEARCH INTO ACTION

Coffee Talk: An IPV intervention delivered via the Ethiopian Coffee Ceremony

SVRI FORUM Special Session: Integrating Culture into Interventions to Prevent GBV
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Abdul Latif Jameel Poverty Action Lab (J-PAL)

J-PAL is:

- A center within MIT department of Economics, established in 2003
- A network of researchers around the world

Dedicated to ensure the fight against poverty is based on scientific evidence

In particular our focus is on learning lessons from the randomized evaluations of anti-poverty projects (poverty broadly defined)

What do we do?

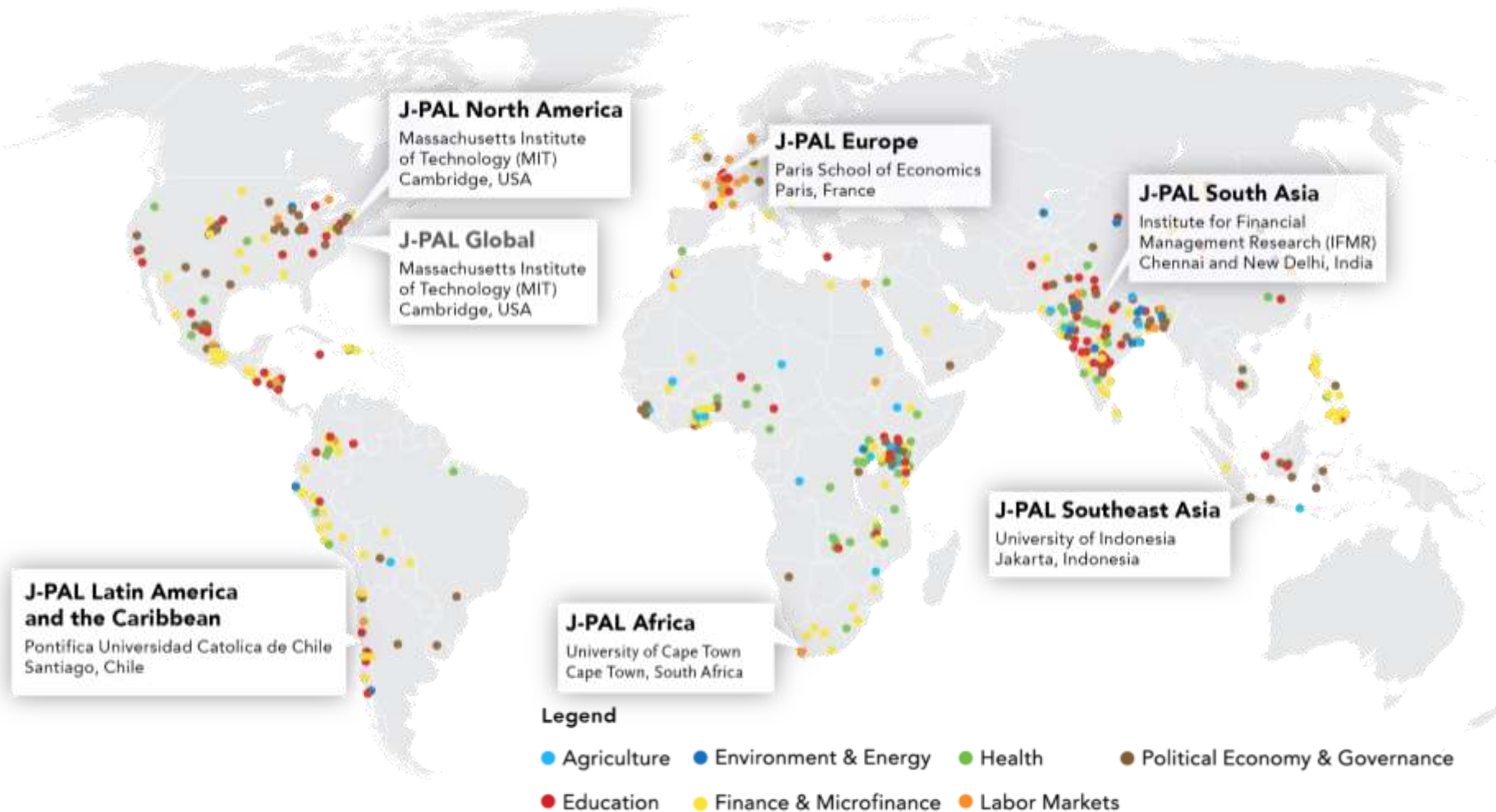
Conduct rigorous impact evaluations

Build capacity

Impact policy

J-PAL - Network of economists running RCTs


111 academics, 583 evaluations in more than 62 countries worldwide



A group of people are sitting around a table in a room, engaged in a discussion or meeting. A person in the foreground is writing in a notebook. The table is covered with a patterned cloth and has various items on it, including a yellow pitcher, glasses, and a small table with more items. The background is a plain wall.

The intervention and evaluation

Project Partners

A man in a blue shirt is sitting on the ground, cooking with a pot on a small stove. He is in a rural setting with a mud wall behind him. There is a yellow plastic bag on the ground to the left and a small white box on the ground in front of him.

- EngenderHealth
- Ethiopian Public Health Association
- Addis Ababa University
- Ethiopian Ministry of Health
- Ethiopian National HIV/AIDS Prevention and Control Office (HAPCO)

Background

Ethiopia has high levels of physical and sexual IPV

- 70.9% of women have experienced physical and/or sexual IPV in their lifetime
- 29% report current physical IPV
- 44.4% report current sexual IPV

Objective of the project:

- To evaluate using a randomized controlled trial a community-based intervention focused on IPV and HIV delivered in the context of the Ethiopian Traditional Coffee Ceremony, a culturally established forum for community discussion

Source: Garcia-Moreno G, Jansen HAFM, Ellsberg M, Heise L, Watts C. Prevalence of intimate partner violence: findings from the WHO Multi-country Study on Women's Health and Domestic Violence Lancet 2006;368:1260-69.

Intervention

- Ethiopian traditional coffee ceremony is being used as an entry point for a community-based intervention to provide information, improve gender equity and intra-couple relations, and change norms and behavior around IPV and HIV
- The coffee ceremony is an integral part of Ethiopian life and is a traditional channel of communication and discussion within communities
- By linking the intervention to the coffee ceremony it may be more culturally acceptable and more likely to change social norms and behaviors

Ethiopian Coffee Ceremony



- Usually takes 1-2 hours
- Green coffee beans are roasted over hot coals
- Each participant is given chance to sample the aromatic smoke
- Usually run by women

Ethiopian Coffee Ceremony



- Roasted beans are ground with traditional mortar and pestle

Ethiopian Coffee Ceremony



- Grounds are then boiled in a special vessel
- Host pours the coffee for all participants by tilting the boiling pot over tray of cups
- The grounds are brewed 3 times – each person gets 3 cups of coffee
- Incense is burned throughout the ceremony

Intervention

- 3 intervention curricula developed:
 - Women only
 - Men only
 - Couples
- Full intervention includes 14 coffee ceremony sessions (2 hours each) delivered over 7 weeks to groups of 20 community members
- Sessions are delivered by 1 or 2 trained facilitators (couples group led by both a male and female facilitator)
- Sessions cover topics such as gender issues and roles, sexuality, communication and conflict resolution, HIV





Study Design

The intervention is being evaluated using a **randomized controlled trial** with 3 intervention arms and 1 control arm:

- Arm 1 – Women only
- Arm 2 – Men only
- Arm 3 – Couples
- Control – Short informational session on violence reduction

Study researchers:

- Vandana Sharma (MIT)
- Negussie Deyessa (Addis Ababa University)
- Jessica Leight (Williams College)

Study Design

Location

- Meska, Mareko, Sedo, and Silte districts in the Southern Nations and Nationalities and Peoples Regional state in Ethiopia

Outcomes of interest

- Experience and perpetration of physical, sexual, emotional IPV
- HIV knowledge, attitudes, behaviors
- Gender Perceptions, social norms and perceived social norms
- General wellbeing and psychological status
- Cost effectiveness

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Thank You

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