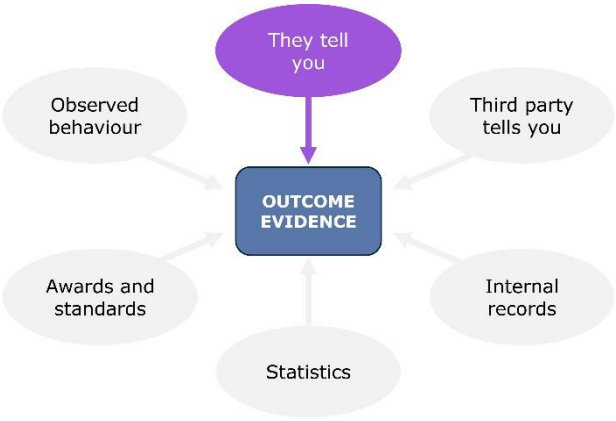
Evaluation Method: Body Map

Overview

A creative tool that can be used alongside a facilitated discussion, to investigate people's perceptions, opinions, beliefs, and attitudes.



Useful for

- People with low literacy or language differences
- Involving people while exploring complex processes
- Generating visual evidence of change
- Providing evidence of unexpected outcomes

What's required

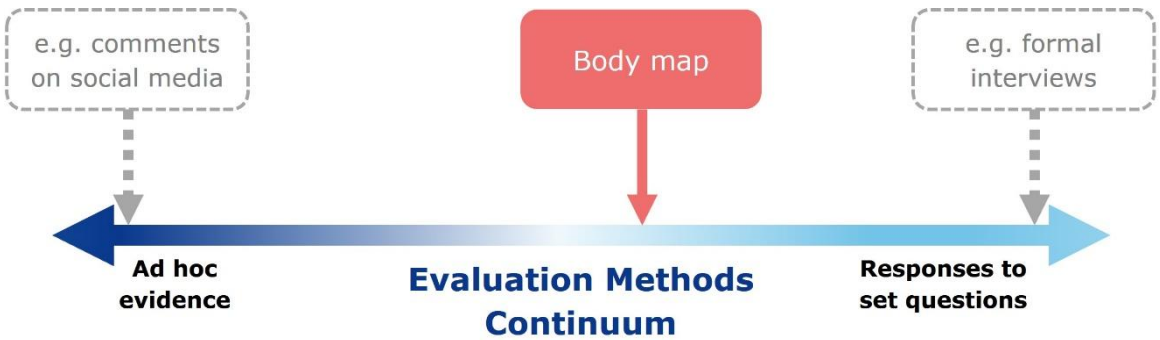
Paper copies of a body map, such as those shown overleaf (or one that participants draw themselves); coloured pens/pencils and/or magazines from which to cut out and glue images; space for taking notes during the discussion and for making sense of responses.

Process

- Decide whether this will be a 1-1 or group exercise
- Decide if you will provide a body map template for participants to add to, or whether they will draw their own on a blank page (the facilitator could also draw on behalf of the participant if necessary)
- Ask participants to make the body map reflect their feelings/experiences (you might want to give specific prompts relating to the outcome(s) and/or indicators you are trying to evidence)
- You could ask them to complete two – one for how they used to feel, and one for how they feel now. Or you could ask them to complete one as a baseline and another one later as a follow-up
- Build in time to discuss what they create – it is important that you understand what they are conveying through their drawings/images
- Remain mindful that this process could generate new insights into participants' situations/state of mind. The person involved in supporting them to complete it needs to be able to cope with difficult conversations if they arise

Making sense of the data

You can analyse by looking for common themes if you gather body maps from several people. You can also compare baseline and follow-up body maps to understand the direction of change.

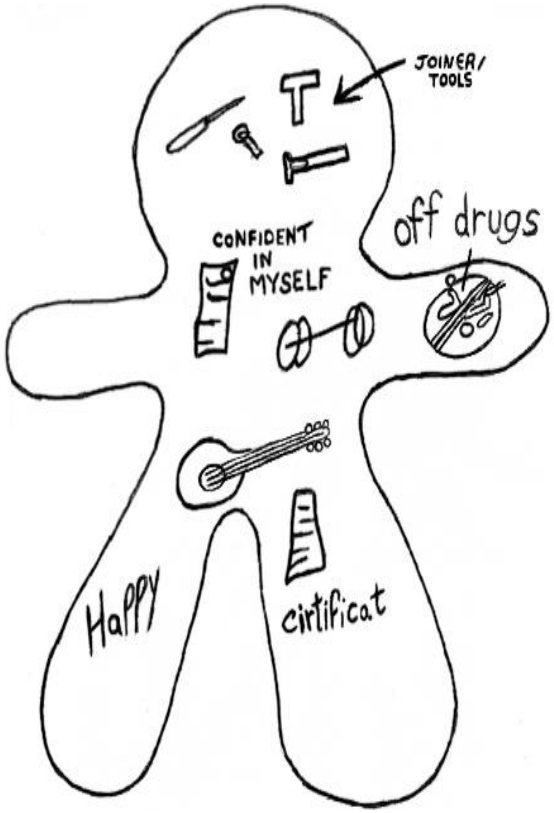


A participant might complete this body map after a session with you, to provide their opinions about something they enjoyed, something that made them think, what they'd have done without, and what they're taking away.

The below could be an example of a participant's baseline body map (left) and their follow-up body map after six months of working with you (right).

Before:

After:



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