

Annex F Potential value for money of the focus groups

A. Cost of the intervention = \$476,000

The cost was calculated as follows:

Item	Cost (US\$)
Making the 13 episodes of the TV series	
Production – direct costs	285,000
SFCG staff costs	24,000
SFCG indirect costs	20,000
Staff time of SFCG TZ Director, Finance and others – in kind	0
Subtotal 1	329,000
Mobile cinema screenings & focus group discussions	
Partners – direct costs	89,000
Partners - training	16,000
SFCG staff costs – assessment and monitoring	6,000
Travel and refreshments for 840 focus group participants, 6 days	33,000
Subtotal 2	144,000
Consultancy	
Selection of partners	3,000
Subtotal 3	3,000
TOTAL COST	476,000

B. Mean monetary value X mean contribution of *The Team* = \$396

This value was calculated from:

Mean monetary value of case studies

Case study	Monetary value of outcome over one year (US\$)
Case study 2	534
Case study 4	57
Case study 5	236
Case study 6	1,434
AVERAGE (mean)	565

Mean contribution of The Team

Case study	Estimated contribution of <i>The Team</i> to the outcome (%)
Case study 2	80
Case study 4	90
Case study 5	60
Case study 6	50

AVERAGE (mean)	70
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C: Percentage of the outcomes identified by *The Team's* focus group participants which suggest a monetary benefit to women = 39%

Calculated from the following:

Location	Number of outcomes with a monetary value
Mvomero	10
Kilwa	8
Tarime	3
Total	21

Total number of outcomes identified = 54

D. The total number of those who took part in the focus groups in the 12 districts = 840