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Ref: DAF 259/PCR  
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Dear Chris,

**DAF 259: Building Bridges using Afghan Advocates**  
**Project Completion Report**

Thank you for the Project Completion Report (PCR) for DAF 259.

The report, along with the annexes and those for previous reports, gives an overall impression of a project establishing with a hard-working group of committed advocates undertaking events across the country and engaging with people from all walks of life. There is clearly a need to present Afghanistan to the British public in a more rounded and nuanced way than is possible by news media and the advocates have evidently done this to the best of their ability. Considering the difficulties encountered by the project towards the end of 2011, this is a considerable achievement.

The project has managed to connect with other initiatives in the regions, such as The Rootless Forest in the Midlands, the Rotary club in Bedfordshire and International Women's Day activity in Newport. This would seem a useful way to proceed, gaining strength and credibility through joint activity and access to new sectors of society – perhaps not those that already have an interest in Afghanistan. Afghan Voice may wish to develop this by making further connections with other diaspora-supporting groups in the UK.

The external evaluation report comments thoughtfully on the difficulties of measuring attitude change. It is not easy, but it is important to try to do so and to get more sophisticated in this regard. The PCR suggests that towards the end of the project, group discussion was being used rather than questionnaire completion. This kind of more flexible method can be useful, though the challenge is then to know how to draw conclusions from the nature of the discussion. Afghan Voice can usefully build on the experience gained from the DAF project. It will need to be clear about what it is trying to do and, if development awareness

and attitude change remains a part of its brief, finding a way to know if it is being successful is important. It is good to hear of the initial funding you have secured for it. Good luck with your activities from here on.

Yours sincerely,



**Clarissa Poulson**  
**Project Manager**  
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