



PassionLife

4 QUESTIONS TRAINING IMPACT STUDY COLOMBIA

Lind & Associates, LLC

May 2022

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STUDY BACKGROUND

PassionLife's mission is to end the crisis of abortion, infanticide, and gendercide. To achieve this, PassionLife is working to expand pro-life ministry into a global mission movement. Only 3% of abortions worldwide occur in the US. PassionLife is taking the fight to places where abortion is the most concentrated.

PassionLife engaged Lind & Associates, LLC to conduct an impact study of their 4 Questions training course, its effectiveness in achieving results, and the size and scope of those results. The study looked at the four areas of PassionLife's training that had taken place six months earlier. This provided enough time to evaluate how training was spreading and influencing other pastors and leaders. The study sought to answer these questions as outcomes from the 4 Questions training:

1. Are pastors and leaders treasuring human life, including those in the womb?
2. Are they rejecting abortion as the shedding of innocent blood?
3. Are they sharing the gospel of forgiveness, setting people free to serve God?
4. Are they rescuing women and couples in pregnancy-related crises?

Evaluation Goals

The impact evaluation study focused on the September 22-26, 2021, 4 Questions pastor training course in Bogota, Medellín, and Cali, Colombia. A deep dive into results of the training course would serve four purposes: 1) it would confirm the effectiveness of PassionLife's training methods and content, (2) it would reveal how such knowledge is beginning to shape pastors and leaders' attitudes about abortion, (3) it would provide impact data to show the kind of changes and the scale of change stemming from a first training event, and (4) it would seek to know if people are deciding for life.

Multiplication Strategy

Because of their influence, local trained pastors and leaders are the key to rapid multiplication. They train their church members, and the church members reach other pastors, leaders, and congregants. Pregnancy help ministries are organized, and then those produce more well-informed, action-oriented leaders. The cycle continues until a city, a region, and finally a country is changed for life. So this study looked at the multiplication rate in training others and the impact of that training on these second-generation pastors and leaders, as well as the pastors' impact on their congregations.

Locations and Sample Size

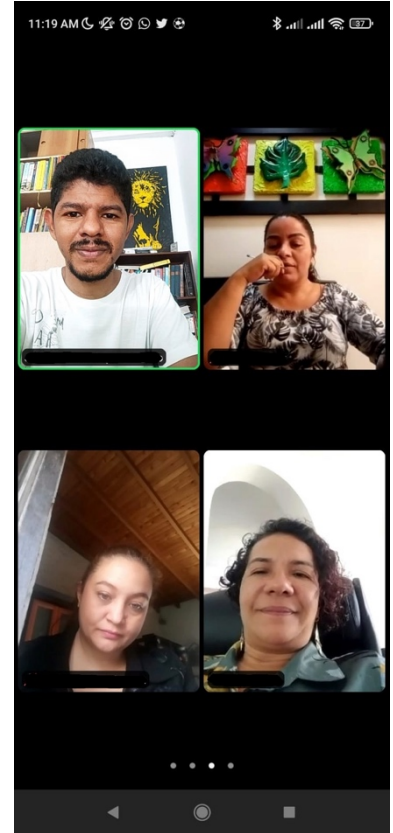
735 pastors from three cities (Bogota, Medellín, and Cali) attended the 4 Questions training course. 60 interviews (8%) were conducted by phone. The interviews were conducted by Claudia Bravo. Claudia is a pro-life advocate and trainer. She has extensive experience in conducting market surveys, interviews, and data collection. Additionally, Claudia received orientation and training from Dr. Gilles Gravelle and John Lind on conducting open dialogue interviews. See more about that on page 4.

Survey Methodology

Lind & Associates applied a mixed method (qualitative and quantitative) approach to doing the impact study. The method began by seeking to understand what the most meaningful changes were for the 4 Questions training course participants. This was accomplished through informal dialogue with individuals from the survey group. A dialogue guide consisted of 10 questions. The questions sought to gain insights into how well the survey group understood the training material and how that training had changed them.

Interviews were conducted by phone. There were two reasons for this. First, the distances between cities made it logistically difficult to have face-to-face interviews. Secondly, the pastors are very busy people, so arranging a phone call made it possible to interview more pastors. Also, mobile phone recording time is limited, so most interviews could only last about 15 minutes. In some situations, cell phone signals came and went, so those interviews took place over 2-3 brief calls.

Despite these challenges, Claudia did an amazing job covering the dialogue questions. She took very good notes, so the data we collected for analysis was valuable.



Adding Up Results

The testimony-based data was added to a spreadsheet and organized according to the topics mentioned. Then the frequency of mentions for each topic were added up. Those numbers provide a statistical score for how significant the topics were among the survey group. It doesn't mean that topics not mentioned were insignificant. It just means these are things that stood out to them.

Survey Participants

The survey group included pastors, leaders, and other kinds of professionals.

Male Pastor	12	Professor	1
Female Pastor	4	Psychologist	1
Female Leader	26	Chaplain	1
Male Leader	10	Missionary	4
Theologian	1		

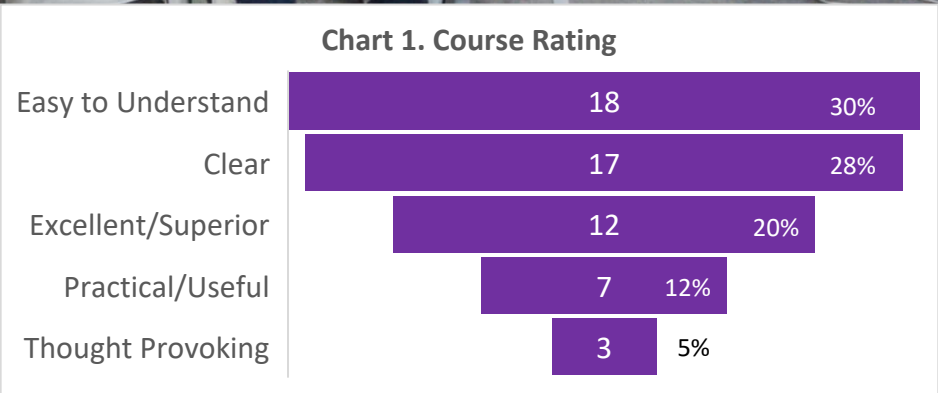
IMPACT STUDY RESULTS

SECTION 1. RESPONSES TO DIALOGUE QUESTIONS

Pastors and leaders were interviewed individually but they will be referred to as the “survey group” throughout this report. This section provides the sorts of responses the survey group shared based on a list of topics the interviewer asked them about. The survey group was not presented with a multiple-choice questionnaire. Rather the interviewer asked them which topics helped them and how each one was helpful. Testimonies and stories that the pastors and leaders shared about their experience are captured in Section 2.



1. Rating the Course Material



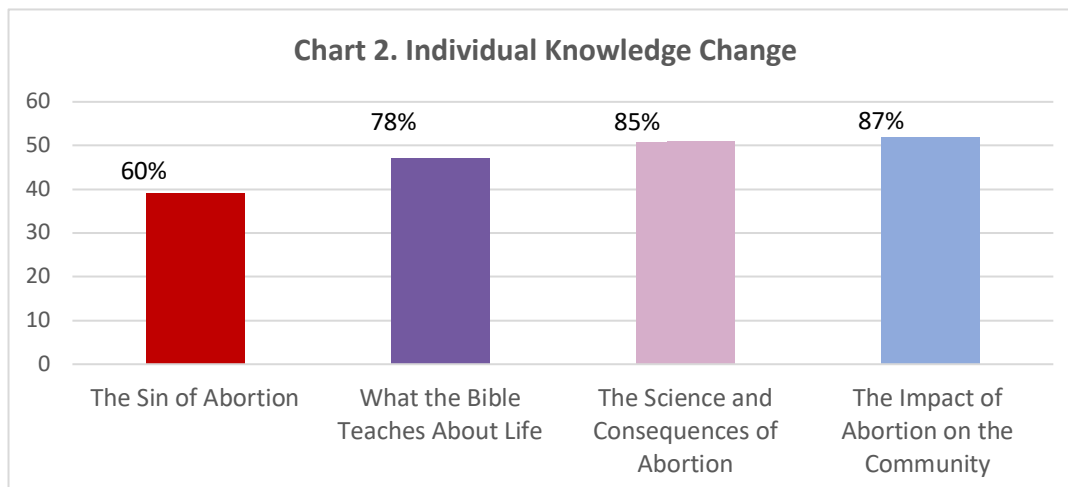
The survey group was asked to comment on what they thought about the course content in general. More than one description per person is possible. Chart 1 shows the types of responses and the number of people who made the comments. Four additional comments mentioned needing more visuals, more depth, more structure, and more reinforcement. Overall, 89% of the survey group rated the content in highly positive terms.



2. Impact on Training Course Participants

A. Knowledge Change

The 4 Questions training is often new information that should change the way pastors and leaders understand and think about life and abortion. We wanted to know what parts of the training influenced their understanding most. Mostly, the survey group mentioned all four areas, but the science and consequences of abortion as well as the impact of abortion on the church and the community were more eye-opening to more of the survey group. More than one answer is possible.



B. Mindset Change

When asked what changed in their minds about abortion in general, there were two primary responses. Forty-three people said they felt the need to repent over the sin of abortion. Not that they necessarily had one, but that they had been indifferent to it. Thirteen people wanted more training on the 4 Questions for them and their church.

Personal Repentance Over the Sin of Abortion	43
Desire More Training for Self/Staff/Church	13

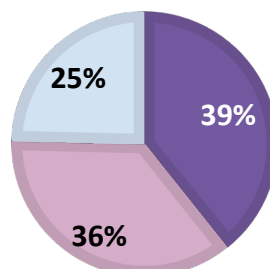
C. Behavior Change


The training goal is not just to impart new information. Rather, it is so pastors and leaders will change their behavior and take a stance for life. How will they act differently with this new knowledge? When asked that question, the survey group expressed three ways the training course had changed them regarding future behavior in dealing with abortion. Some people indicated more than one kind of change.



Chart 3. Individual Behavior Change

■ Prepared for Apologetic Defense ■ Motivated to Take a Stand for Life
■ Committed to Pro-life Support or Ministry





3. Multiplication of Pastor Training

Number of Pastors Trained by the Survey Group	1,309
Possible Number of Pastors Trained by the Full Sept 2021 Group	16,068

The Power of One

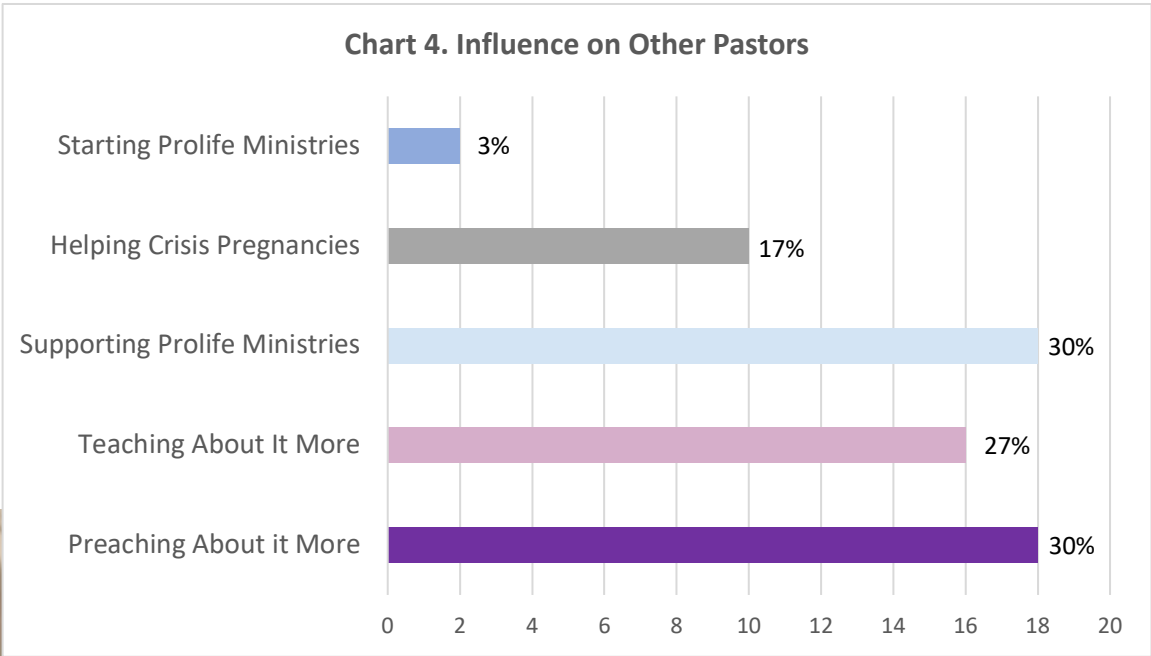
Multiplying trainers is a key part of PassionLife’s strategy to end abortion. We asked the survey group if they had shared their training with other pastors and leaders. This is second-generation multiplication from the September 2021 4 Questions training course. Twenty-five members of the survey group (42%) said they had trained other pastors. The total number of second-generation pastors trained by these 25 people was 1,309. That is an average of about 52 per person.

Based on this sampling, if 42% of all 735 September training course participants (309) also trained an average of 52 second-generation pastors and leaders, then the total number could be 16,068.

The number of pastors and leaders trained could be even higher because some people affirmed that they had trained other pastors, leaders, or their staff, but they didn’t mention how many.


Training Influence on Second-Generation Pastors

We wanted to know how the training these second-generation pastors received from the survey group had influenced them. What would they do with their new knowledge? Chart 4 shows at least five things the survey group said the pastors and leaders were now doing or planning to do. The figures represent the number of people out of 60 interviewed who made the comment. More than one response per person is possible.



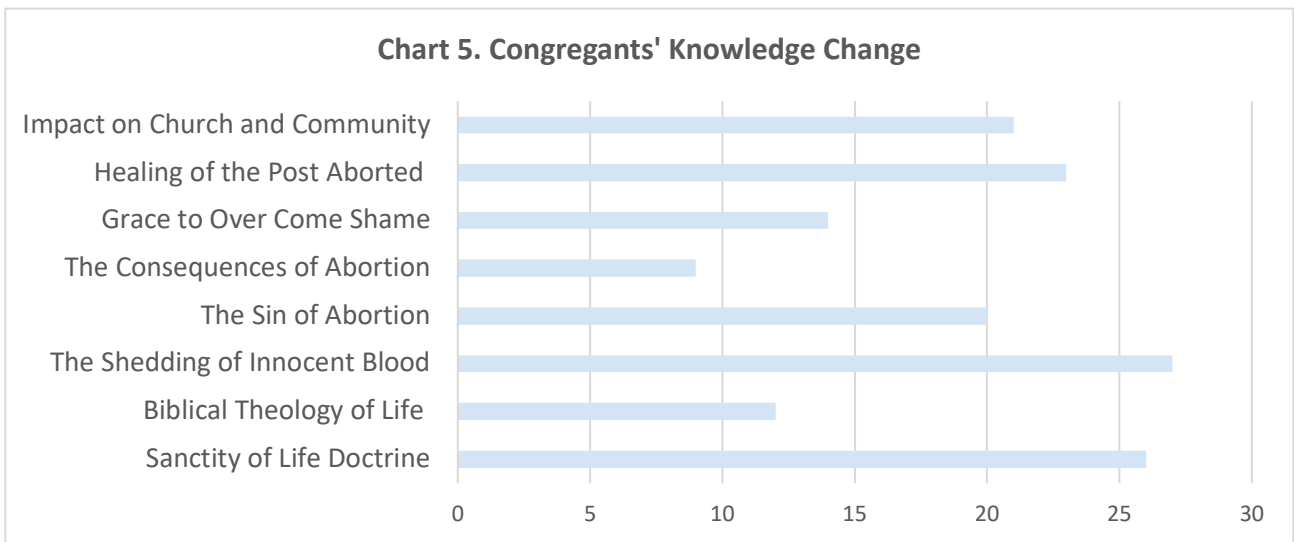
4. Impact on Congregations

In addition to training other pastors, we wanted to know if the survey group had shared their new knowledge with people in their or other congregations. If they had, how many people had they taught? Sixty percent of the survey group said they had taught the training material to congregants. Each person taught a *median* of 50 congregants. One outlier taught 2,500 congregants. So if that figure is removed, then the rest of the survey group taught an average of 115 people each.

Percent of Survey Group Who Taught Other Congregants	60%	
Number of Congregants the Survey Group Taught	6,540	

A. Congregants' Knowledge Change

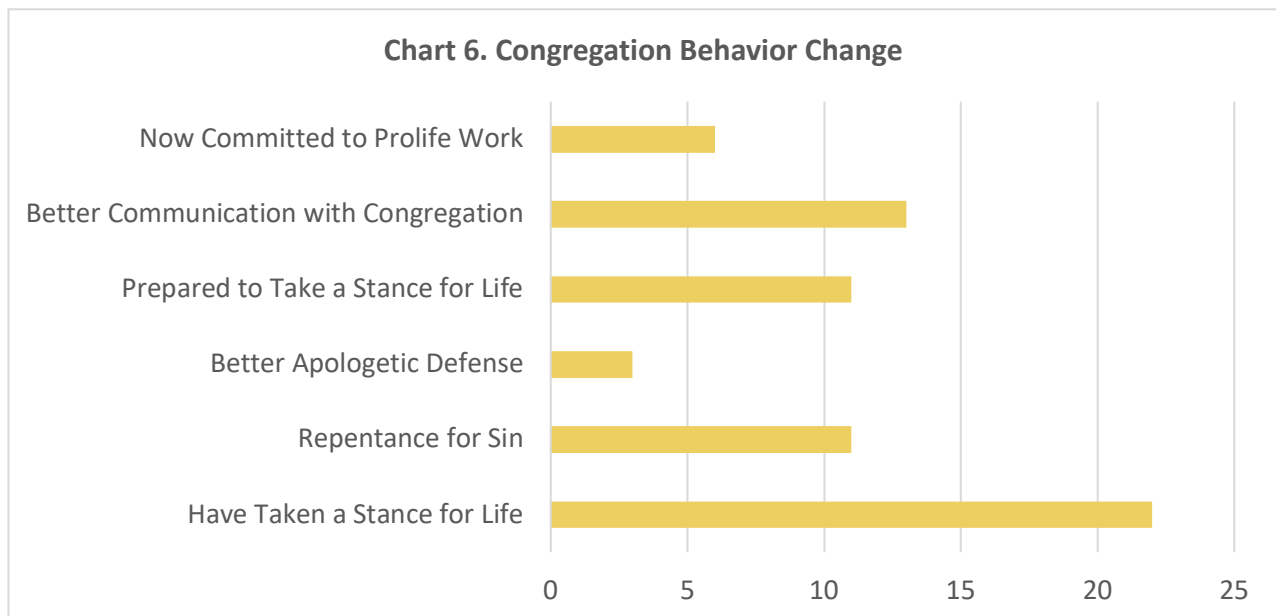
We asked the survey group what they understood the congregants learned from the teaching. Most people mentioned several things that impacted their understanding. Understanding that abortion is the shedding of innocent blood was the most impactful. The sanctity of life doctrine was next, followed by healing for abortion. The number of responses shown in Chart 5 indicate that the biblical teaching on abortion and life was well understood.





B. Congregation Behavior Change

We wanted to know if congregations were acting on the new knowledge they gained from the survey group's teaching. Sixty-six percent of the survey group shared how their own congregation was advancing the cause for life. Some were doing more than one activity shown in Chart 6.

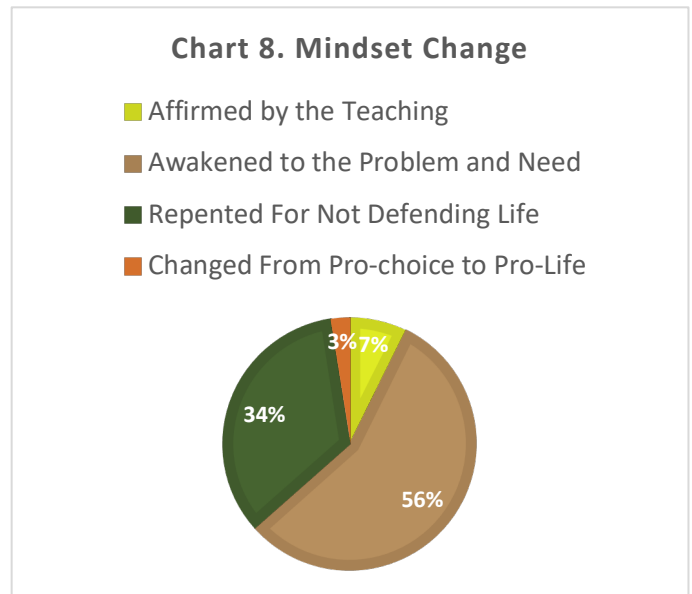
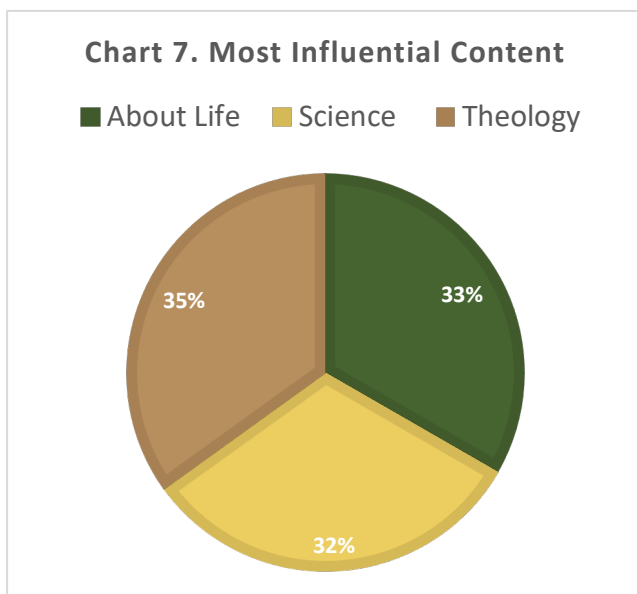


SECTION 2. ANALYSIS OF TESTIMONIES AND STORIES

Section 1 provided the survey group's responses to a list of topics presented by the interviewer. That is, they indicated which topics had helped them most, what areas had changed them most, how many pastors, leaders, and congregants they had trained, and what sorts of activities they were now engaged with. Section 2 analyzes the content of testimonies and stories that emerged during the conversations. These tend to be ad hoc admissions and are good indicators of perhaps the most significant impact because they are spontaneously sharing what they feel is important to them during the interview.

A. Most Influential Training Content

Individual testimonies spoke about parts of the 4 Questions training that influenced them. Their comments in Chart 7 were divided almost evenly between three areas. These are things they said had stood out to them. Some people mentioned more than one area.



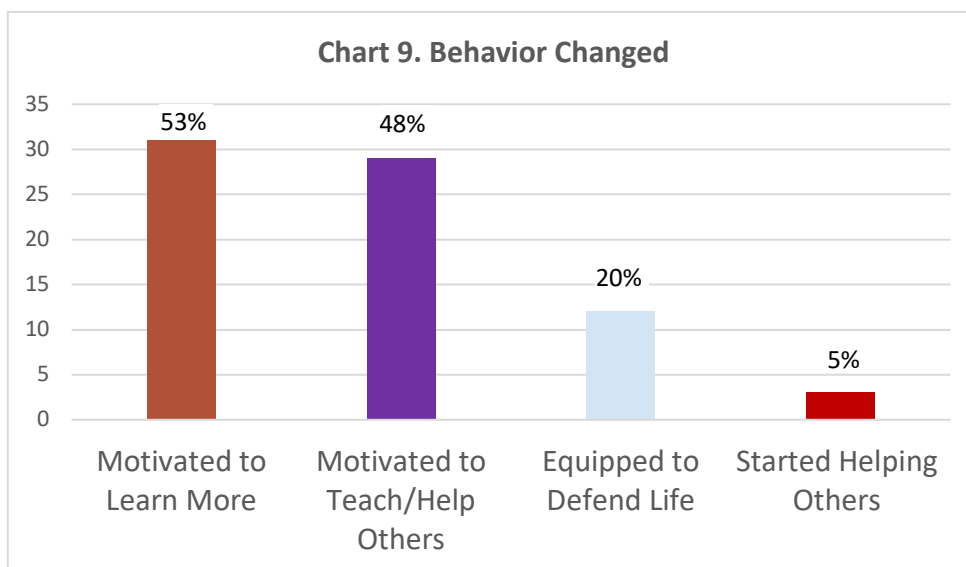
B. Mindset Change

Chart 8 shows the topics people wanted to talk more about. Four areas emerged as being significant to them. Being awakened to the problem of abortion and repenting for not defending life was mentioned by 90% of the people in their testimony. Both areas are key to behavior change going forward.



C. Behavior Change

Having shared about being awakened and repenting for not defending life, the testimonies also spoke of what these people wanted to do as a result. Two areas that stood out most were their motivation to learn more and their motivation to teach and help others. Less people said they felt equipped to defend life, but perhaps that's because they felt the need to learn more.



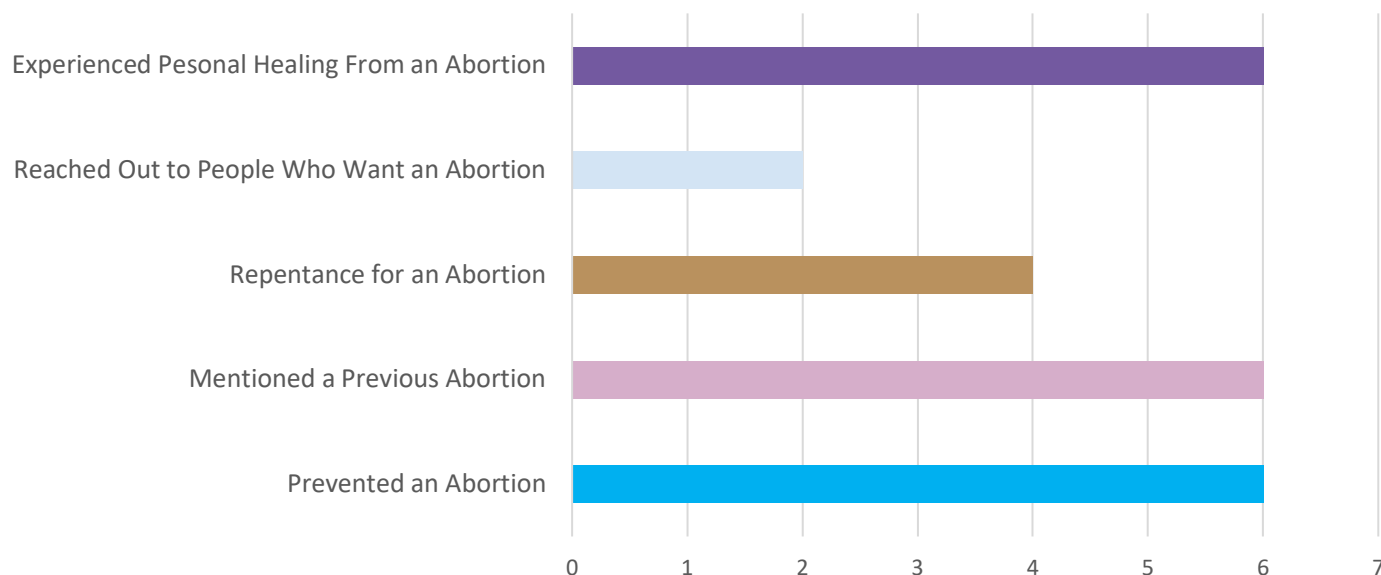
SECTION 3. IMPACT ON ABORTION

This section provides data on how the 4 Questions training course impacted abortion. Responses to that question are from Sections 1 and 2. This is the ultimate impact PassionLife works to achieve. Because this study provides a short-term view of results from a training course that took place only six months earlier, it would be surprising to see abortion highly impacted at this early stage. Even so, comments on how the training had impacted some people more personally about abortion shows an encouraging beginning. The survey group reported that 6 abortions were prevented, and two people were reaching out to others who wanted to have an abortion, so if successful then 10 abortions were prevented.



If 6 known prevented abortions were reported in the survey group of 60, we could see that more abortions were likely prevented if the full 735 pastors and leaders were surveyed. If 8% of the survey sampling reported 6 prevented abortions, then 8% of the full 735 leader group could possibly report 59 prevented abortions. More than one response per person is possible.

Chart 10. Impact on Abortion



SECTION 4. SUMMARY

Survey responses were gathered through open dialogue rather than standardized questionnaires, such as ranking scales and multiple choice. The goal of using the dialogue method was to understand what was most significant for the survey group members. For example, some people may already treasure human life, but more of them indicated that they had now recognized abortion as sin. And 86% said they were going to share the training course information with others so that more people could benefit from that knowledge. Given that the data in this report is only based on a 8% sampling, impact for the full group of 735 is likely to be significant more stemming from only one 4 Questions training.

The study found the areas in Table 2 that need to be achieved to move the needle on ending abortion were achieved and at a significant level. Preventing abortions is starting to happen albeit at a modest rate because it has only been six months since the survey group's training took place, but there is evidence for progress in this area.

All categories of the 4 Questions training showed a high level of impact on the course participants. And importantly, they took that new knowledge to other leaders and congregations, so there was a substantial amount of multiplication of learning and doing. It all points to a strengthened and growing movement to end abortion in Colombia.

Table 2. High Level Results

Survey Group Response	Most Significant Impact Area
65%	Treasuring human life, including in the womb
78%	Rejecting abortion as the shedding of innocent blood
86%	Sharing the gospel of forgiveness, setting people free to serve God
89%	Rated the course in very positive terms
1,309	Training multiplication
16,068	Possible additional trained by the full September 2021 group (see page 5)
6-10 Abortions Prevented	Rescuing women and couples in pregnancy-related crisis, possibly up to 60 prevented abortions.

Testimonies

Using a survey method based on natural dialogue rather than rigid questionnaires helps people feel free to share their opinions. It emerges from the dialogue. The quotes below are just a small sampling of the many comments we aggregated to determine how the training course impacted pastors and leaders.

"My thinking has changed regarding some of the concepts. I didn't see them with the clarity that I know have." Gloria Eslava

"My knowledge increased, for example about the push for decriminalization and studies of the complexity of the situation, which is not as small as one thought it was. I now have a much better apologetic defense." Luis Alberto Diaz

"The training led me to repent for an abortion that I had before knowing the Lord, when I was not aware of and lovingly seeing his creation."
Leader Salome Guzman


"I feel like the training pulled my ears (scolded me) for not defending life more committedly before." Pastor Giovanni Bautista

"My position has changed. Before I was pro-choice, now I am pro-life."
Consuelo Torres

"One person I trained, a missionary, went to Chocó and trained 100 people. My nieces have also trained approximately 150 people." Pastor Ana Belen Baloña

"A woman from the class shared that she had an abortion and now she understood the wrong she had done. She started post-abortion counseling." Pastor Giovanni Bautista

"The most important thing from the training was to understand the values to defend life from the moment of conception and to be able to transmit that to young people." Margarita Rosa Gómez



I praise you because I am fearfully
and wonderfully made; your works
are wonderful, I know that well.

Psalms 139:14. NLV.