

MONITORING AND EVALUATION (IN CONTEXT OF SBCC)

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Outline

- Intro
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- Monitoring
- Evaluation
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About Population Council

Established in 1952, Population Council conducts biomedical, social science, and public health research to deliver solutions that lead to more effective policies, programs, and technologies that improve lives around the world.

Headquartered in New York City, the Council operates programs in more than 50 countries through 12 country offices.

Research areas

1. Reproductive Health
2. Poverty, Gender and Youth
3. HIV/AIDS

Contribution to Family Planning Programme in Bangladesh

- Contributed as a member of National Family Planning Committee headed by Prime Minister
- Tested and assisted in introducing Emergency Contraceptive (EC) in the national FP Programme
- Tested and introduced Medical Menstrual Regulation (MRM) in the national FP Programme
- Tested 24x7 normal delivery in UHFW&C
- Conducted and assisted acceptability studies on –
 - Sayana Press injectable contraceptive
 - Sino implant (one-rod implant)
 - Jadelle (two-rods implant)

Projects

Projects differ in size, scope cost and time, but all have the following characteristics:

- A start and a finish
- A life cycle involving a series of phases
- A budget
- A set of activities
- Use of resources which may require coordinating
- Centralized responsibilities for management and implementation
- Defined roles and relationships for participants in the project

Program/programme

Program is described as a collection of connected **projects** handled in a coordinated manner to reap benefits not possible from managing the projects separately.

A project and a program differ in numerous ways, including:

- Scope
- Timing
- realization of benefits

Project management team

Required skillset:

Administration

- Management, Logistics, Finance etc.

Program Implementation/Operations

- Professionals, Social Sciences, Development Studies etc.

Monitoring & Evaluation

- Research, Statistics, Anthropology, Economics etc.

Monitoring (1/2)

Systematic and purposeful **observation** and timely **data collection** to check if program activities are being implemented as planned in terms of **frequency**, **timing**, and **sequence**.

It tracks and measures program activities to answer: (5Ws)

- What activities are done,
- Where,
- with Whom,
- When
- HoW many

Monitoring (2/2)

Monitoring of SBCC programs involve routine data collection, both **quantitative** and **qualitative** measurements, and analysis to check process and outputs to provide timely answers like:

- are the communication activities being implemented as planned?
- is the quality of implementation good?
- are the materials, channel and equipment used to communicate messages culturally acceptable and effective?

Evaluation (1/3)

Systematic process that attempts to determine objectively **relevance**, **effectiveness**, and **impact** of activities in relation to the objectives intended to achieve.

It provides insights into the future of the programs, for both implementers and donors, in terms of:

- Sustainability
- Scalability
- Policy implication.

Evaluation (2/3)

Evaluation requires a comparison of measurable changes in the level/prevalence of the outcome variables before and after the SBCC interventions. It answers:

- Whether the SBCC intervention has achieved its objective of adoption of desired behaviors and or outcome indicators identified in the program?
- Extent equity and gender has been addressed in the campaign and with what effects?
- Extent the changes could be sustained, economically viable and could be scaled up
- Beside these key measures of SBCC effect, evaluation also could throw light on those issues which have /could have direct bearing of the outcomes or impact

Evaluation (3/3)

- Whether barriers to social and behavior change is reduced by SBCC interventions?
- The reach of SBCC program specially among intended audience
- In the long term, the extent of diffusion effects that helped adoption of the behavior in larger community
- The role played by the predictors of facilitating factors to behavior change

Indicator(s)

- are measurements used in monitoring and evaluating program performance
- are program specific and are defined by the objectives of the program
- can use both on quantitative and qualitative measurements
- should be measurable and helps to assess the extent the SBCC intervention has changed the outcomes.

Types of indicators

Monitoring Indicator: There are two types of monitoring indicators-

- **Process indicators:** help in assessing how the planned activities have been implemented both with respect to time schedule and quality of the implementation.
 - percentage of FWAs passing competency based training for improved counseling and services
 - TV advertisement tested and adjusted to cultural context
 - messages given are clear and understood by the target audience
 - characters present in the entertainment education are perceived from their own community, etc.

Types of indicators

- **Output indicators:** provide measures the extent the planned activities have been actually implemented. In SBCC, outputs are the direct products of the campaign and measured in terms of campaign activities performed.
 - number of street show organized
 - number of wall painting done
 - number of TV spots with messages aired
 - number of group meetings organized
 - number of FWA trained in counseling skills and provided with counseling aids, etc.

It is important to note that outputs do not measure any outcome indicators like behavior change or increase in knowledge of the audience.

Types of indicators

Evaluation indicators: *There are also two types of evaluation indicator-*

- **Outcome indicators:** measure the outcomes that the SBCC program hopes to achieve, and identified in the communication objectives. These are intermediate results of the impact which is the ultimate objective of the program.
 - percentage of contraceptive uses
 - percentage initiated early breastfeeding
 - percentage availed postpartum care for newborn and mother
 - percentage adoption of skin to skin care
 - percentage delayed first bath of newborn etc.

Types of indicators

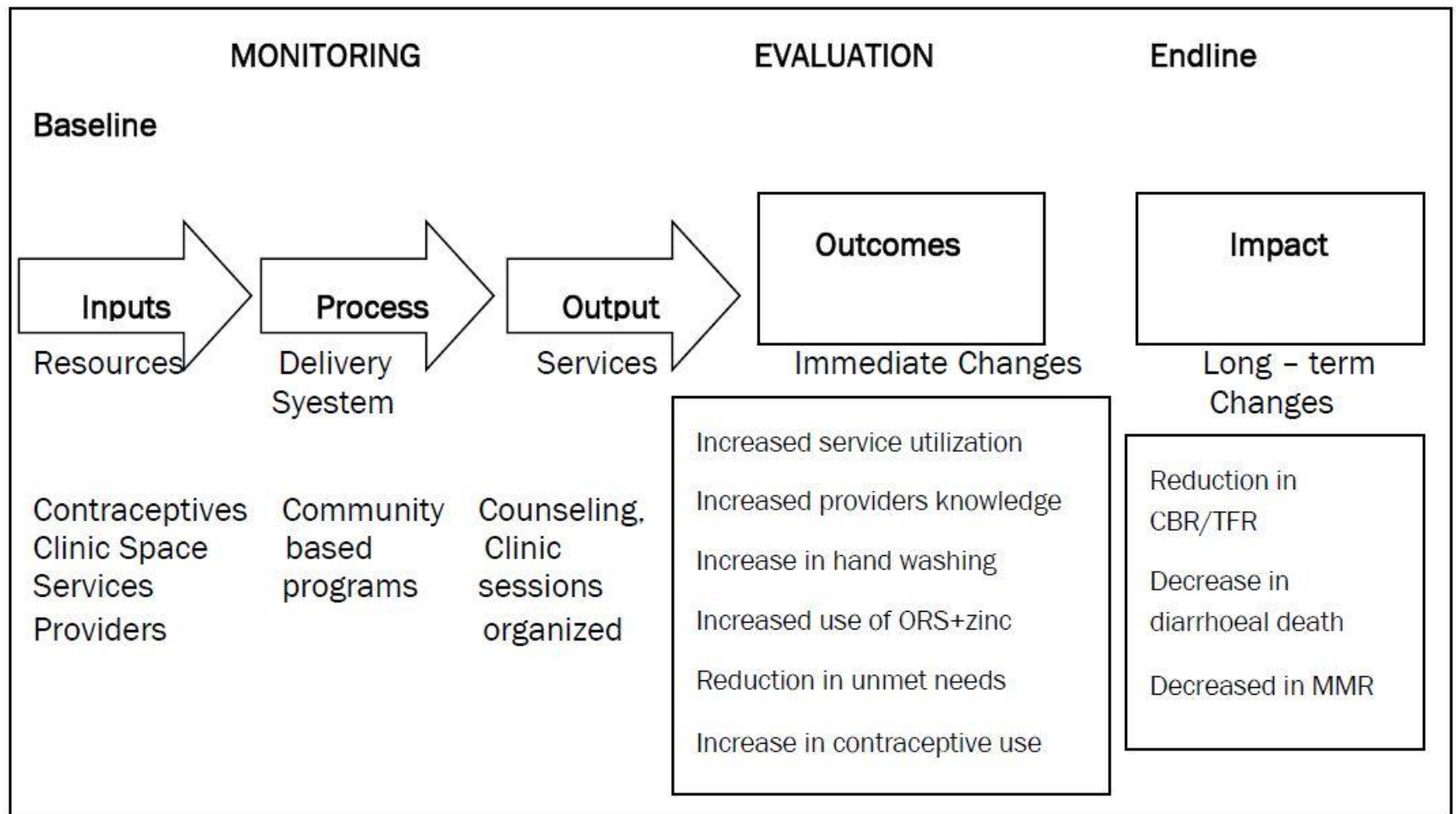
- **Impacts indicators:** measure the long-term effects, or end results, of a SBCC program. It takes longer span of time to achieve. This may not necessarily be captured in evaluation of a short duration campaign.
 - change in birth rate
 - change in HIV incidence rate
 - change in neonatal and infant mortality.

SMART indicator!!

A good indicator must follow the SMART criteria:

- **Specific:** clearly written to avoid differing interpretations
- **Measurable:** to allow for monitoring and evaluating progress toward achieving the result
- **Appropriate:** to the scope of your program or work activities, so that you can influence or make changes
- **Realistic:** achievable within the time allowed
- **Time bound:** with a specific time period

Systematic framework



Source: adopted from Williams, K. and Ramarao, S. 2009

What is Monitoring & Evaluation (M&E)

The process of **collecting** and **analyzing** information about the project that tells whether the project are **on track** to reach the **objectives**, and whether or not the project achieved or contributed to the desired **impact**.

Monitoring – “Is the project doing things right?”

Evaluation – “Is the project doing right things?”

M&E Involves with ...

- Baseline survey
- Midterm Review
- End line Survey
- Impact Assessment/Outcome Review
- Other Ad Hoc studies

Tools used

- Questionnaire survey
- Regular monitoring check list
- FGD
- In depth Interviews/KII
- Observational method etc.

An example

Appropriate M&E questions on the objectives of SBCC intervention and work plan can be helpful in developing appropriate indicators, as shown in the examples below

Communication objective and work plan activity	M&E Questions	Indicators
	Monitoring Question	Monitoring (Process/Output) Indicator
Objective: By end of project, there will be an X percent increase in the number of women who are aware of the benefits of family planning	<ul style="list-style-type: none"> • Was the radio spot aired? • Frequency of radio spot aired? • At what time? • In how many communities? 	<ul style="list-style-type: none"> • Process indicator: Radio spot aired, messages were recalled by the target audiences , messages were clear and understood by the intended audiences • Output indicator: Number of community members/ target audiences heard the radio spot
	Activity: Air a radio spot in three communities	Evaluation Question <ul style="list-style-type: none"> • Did women become more aware of the benefits of family planning?

Intervention logic	Objectively verifiable indicators of Achievement	Timeline	Resp. Person	Means of Verification	Assumptions/ Risk
Goal: Increase contraceptive use in 10 unions of one district	Impact: Reduce unmet need, increase CPR	By the end of project		Large scale surveys (DHS)	
Objective: Increase access to modern FP methods through a systematic SBCC	Outcome: <ul style="list-style-type: none"> % women reporting discussion with husband/family for FP % women using modern FP 	Start and end of project		Baseline and end line surveys	Contraceptives are made available
Activities: 1. Sensitization of all Government Department on the SBCC strategy	Output: <ul style="list-style-type: none"> A training on the SBCC strategy for all concerned Govt. Dept. 	July 20XX	Desig.	Project progress report	Fund release by Government is timely
2. SBCC activities: 2.1: SBCC materials showed/displayed 2.2: Training of FWA in FP counselling	<ul style="list-style-type: none"> 10 film shows organized in each union per month 50 posters distributed/displayed in each union All FWAs are trained 	From Oct 20XX Nov 20XX Nov 20XX	Desig. Desig. Desig.	MIS MIS MIS	FWAs are committed to counselling
3. Systematic M&E plan 3.1 Prepare a M&E framework 3.2 Design MIS and key indicators 3.3 Baseline survey 3.4 Endline survey	<ul style="list-style-type: none"> M&E framework developed MIS developed and operational Baseline report presented Endline report presented 	July 20XX Sept 20XX Oct 20XX Oct 20XX+1	Desig. Desig. Desig.	Project progress report	No natural calamities
Inputs: 1. Staff for the project	<ul style="list-style-type: none"> Staff for the project are hired/ identified 	March 20XX June 20XX	Desig. Desig.	Project progress report	Resources required are budgeted
2. Development of SBCC Strategy	<ul style="list-style-type: none"> SBCC Strategy developed 2 films, 3 types of posters and counselling tool developed/adopted 	Sept 20XX	Desig.	Project inventory	Fund release by Government is timely
3. Films and SBCC materials developed/adopted	<ul style="list-style-type: none"> 10 copies of films made, 500 poster printed and 50 counselling tools prepared 10 projectors purchased 	Sept 20XX	Desig.	Project progress report	
4. Procurement of Projectors					

References

- Agrawal, P.K., Aruldas, K., & Khan, M.E. (2014). *Training Manual on Basic Monitoring and Evaluation of Social and Behavior Change Communication Health Programs*. New Delhi: Population Council
- Williams, K., & Ramarao, S. (2009). *A Manual for Monitoring and Evaluation of Service Delivery Programs*. Population Council

Ideas. Evidence. Impact.



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