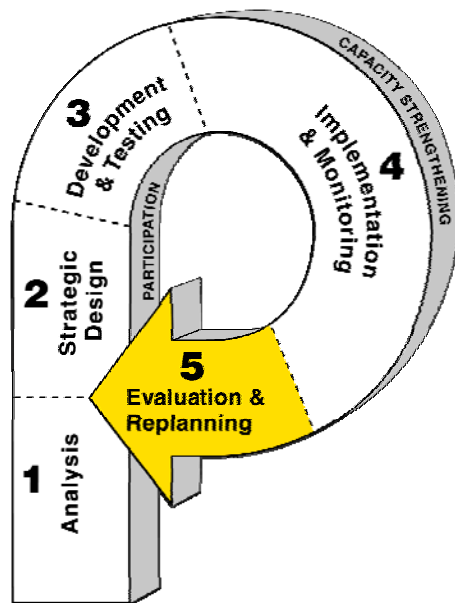


8.0 STEP 5: EVALUATION & REPLANNING

Learning Objectives

By the end of chapter 8.0, the reader will be able to:

1. Understand the role and importance of evaluation.
2. Incorporate M&E into the IPC program.



What is evaluation?

Evaluation measures the success of the program. Evaluations are used to assess program reach and impact on the selected knowledge and behavioral indicators that your program works to change. The measure of a truly successful campaign is one in which changes in behavior can be correlated to the exposure of your specific campaign.

Monitoring is often paired with evaluation because often the same or similar survey tools may be used to answer specific questions about program progress and program impact. Successful M&E requires that a baseline study be conducted

prior to initiation of the intervention. This helps establish the behavioral status quo and allows researchers and planners to decide upon desired behavior change. Typically, demographic variables, knowledge, attitudinal, and practice questions, as well as health-seeking behaviors are assessed. Developing a Dashboard for your project can help planners identify which indicators should be regularly tracked throughout the project.

Sometimes communities or sites where no intervention was conducted are also incorporated into a study. These control sites help distinguish the impact of the intervention from other potentially confounding influences. For example, a national-level campaign may raise awareness in all communities, including those without the IPC program. Typically if an intervention is found to be successful, the control sites are among the first to receive program activities during scale-up.

An adequate M&E design includes additional research conducted at regular intervals throughout program implementation. M&E Plans can include regular

tracking of Dashboard indicators, a shortened KAP survey for program participants, as well as qualitative reports from the field. The information from these endeavors allows planners to monitor field activities to ensure that the program is not encountering any obstacles and that it is having the desired impact. Monitoring data can be used to justify changes and adjustments in program activities if necessary.

Summative Evaluations

A summative evaluation is another way to refer to an evaluation method that judges the worth of a program at the end of program activities. At the end of your IPC program, it will be important to report on program success to donors, back to PSI, and/or to others in the public health or social marketing communities. Carrying out a summative evaluation will allow you to demonstrate program successes, challenges, and lessons learned. The following steps highlight the importance of and potential uses for summative evaluation findings.

1. *Determine if program objectives have been achieved*
Summative evaluations examine whether an implemented program has successfully achieved its predetermined goals and objectives. Interventions are evaluated for impact on knowledge, attitudes, and behaviors.
2. *Can be built into existing M&E*
A thorough M&E program can make the conduction of a summative evaluation quite simple, as summative evaluations can be built into the existing M&E plan. This can significantly reduce the cost.
3. *Can utilize qualitative or quantitative data*
Typically quantitative assessments are best for large scale interventions, or any program that has baseline & follow-up data. Qualitative research can provide additional anecdotal evidence and explanations for behavior changes.
4. *Proof of success*
A summative evaluation allows insight into what worked and what did not. It can also inform as to cost-effectiveness. Many donors will require such information.
5. *Results applied to future programming.*
The successes and failures of a program as determined by a summative evaluation will provide insight to future IPC program planners. As projects evolve, target populations acquire new knowledge and behaviors and their communication needs change. Monitoring and evaluation studies should lead directly to modifications of BCC strategies, messages and approaches, and potentially to the overall program.