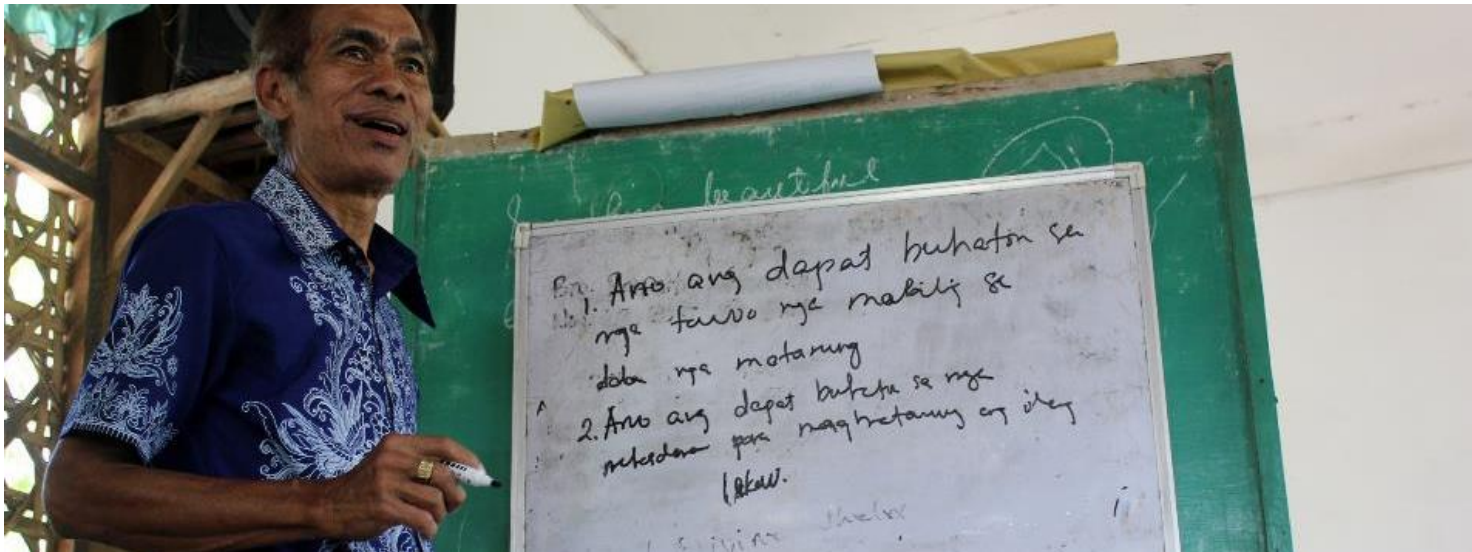




# Discovering & Promoting Effective Solutions to Global Poverty Problems

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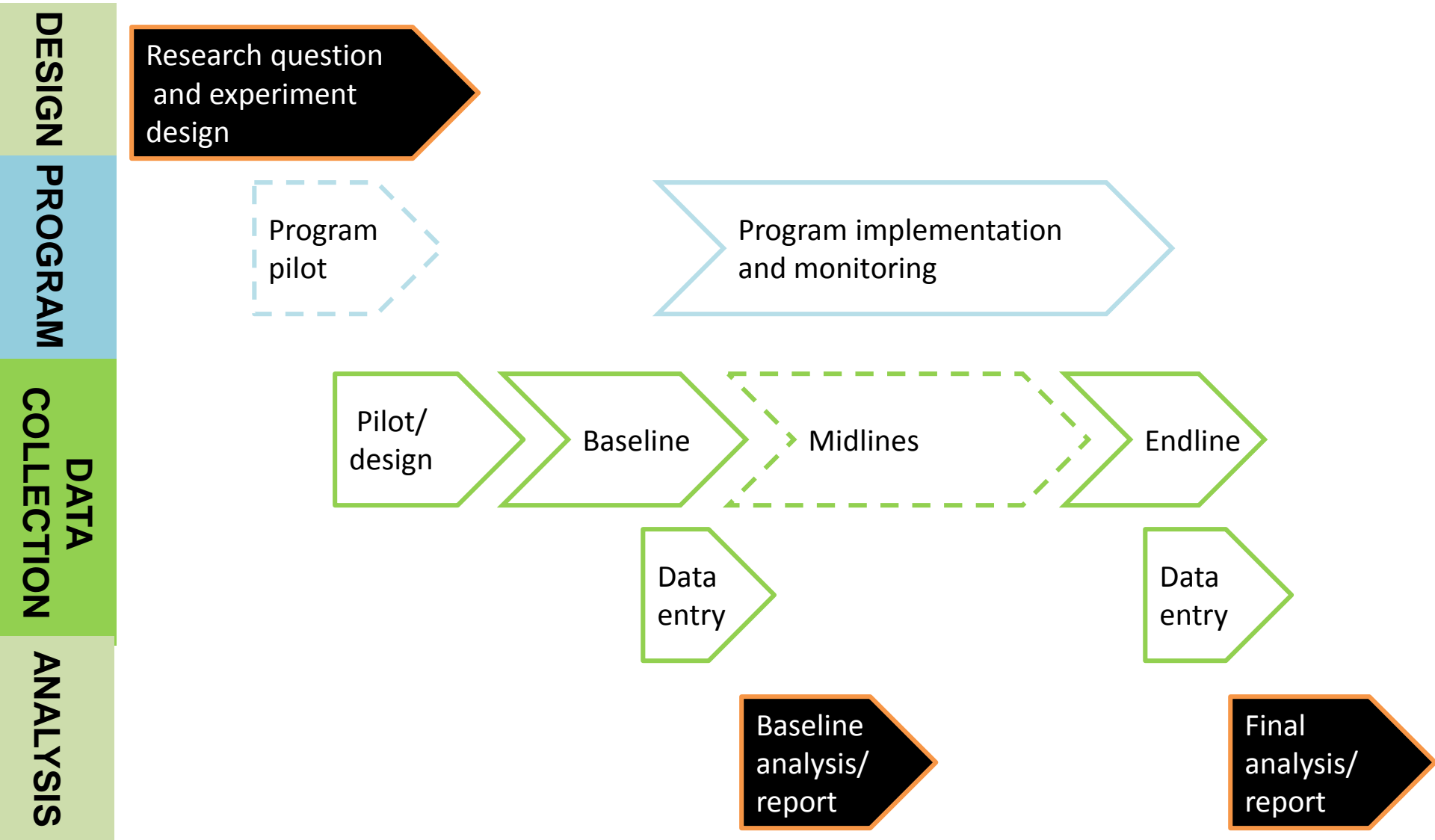


# Impact Evaluation: Start to finish

# Session Overview

1. Life of an impact evaluation
2. Timeframe
3. When not to do an RE
4. Designing an evaluation strategy

# From start to finish

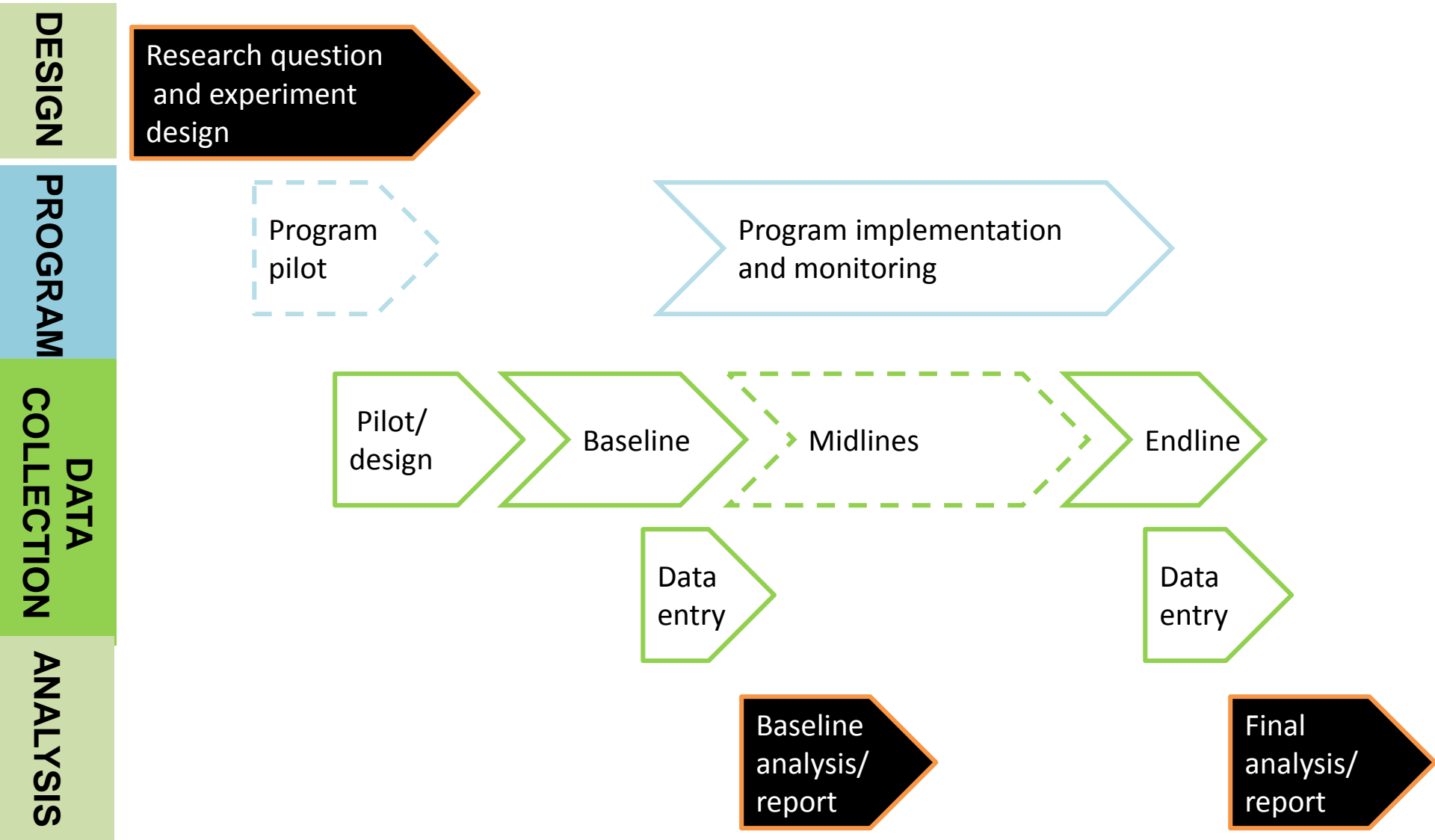


# Design



- Research question:
  - Determine key questions for your organization
    - How many can you already answer?
  - Select top priority questions for impact evaluation
- Evaluation design:
  - What to test
    - Program?
    - Components? Delivery method?
  - Unit of randomization
    - Individual? Barangay? Cooperative?
  - Randomization strategy
    - Lottery? Phase-in? Other?

# From start to finish

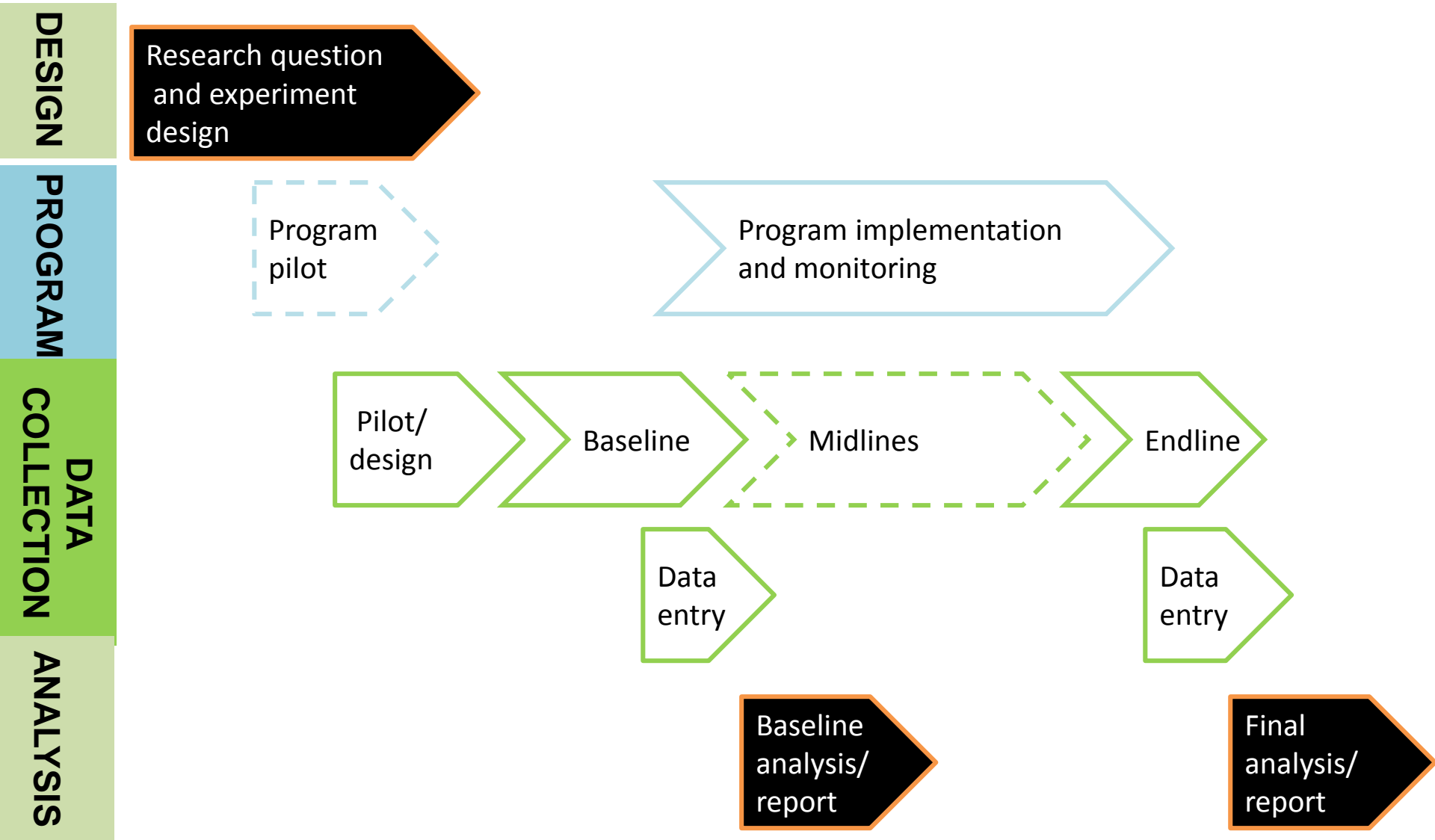


# Program Pilot



- If evaluating new program:
  - Pilot to work out operational kinks
  - Determine enrollment, demand
- If evaluating program variations, test parts
  - For example:
    - Components (training, incentive, etc)
    - Delivery methods (LGU, CSO, cooperative, extension officer, church, etc)
  - Process evaluation

# From start to finish





# Data collection: types

## Types of data:

- Administrative data
  - Enrollment, participation, program activities
- Household survey
  - All/sample of participating households
- Community-level surveys
  - Selected community members (random/non)
- Focus group discussions
- Social networks, trust

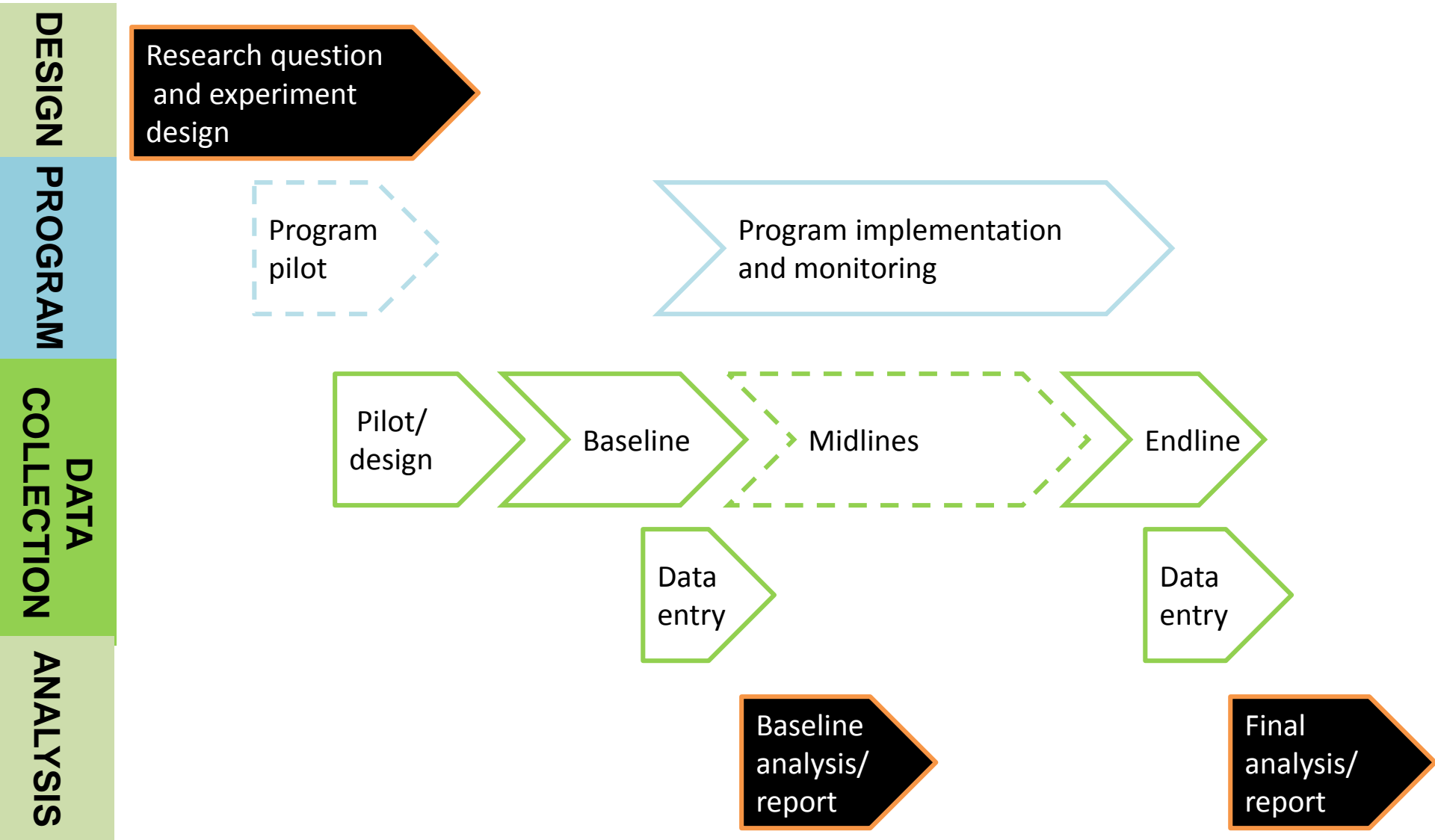
## Timing

- Baseline
- Midlines/interim surveys
- Endline

# Data collection: surveys

- Surveys focus on measuring primary outcomes and possible contributing factors
- Baseline surveys:
  - Can provide sample frame
  - Allow for stratification on certain features
  - Not necessary
- Endline surveys
  - Measure changes over time
  - Measure program outcomes

# From start to finish



# Program implementation

- Once intervention is running,  
time to sit back and relax?



**Not yet.**

# Monitoring, threats to integrity

- In a perfect world...
  - All members of the treatment group would be treated,  
and all members of the **control group would NOT**
- In our world...
  - There is imperfect compliance

# Noncompliance

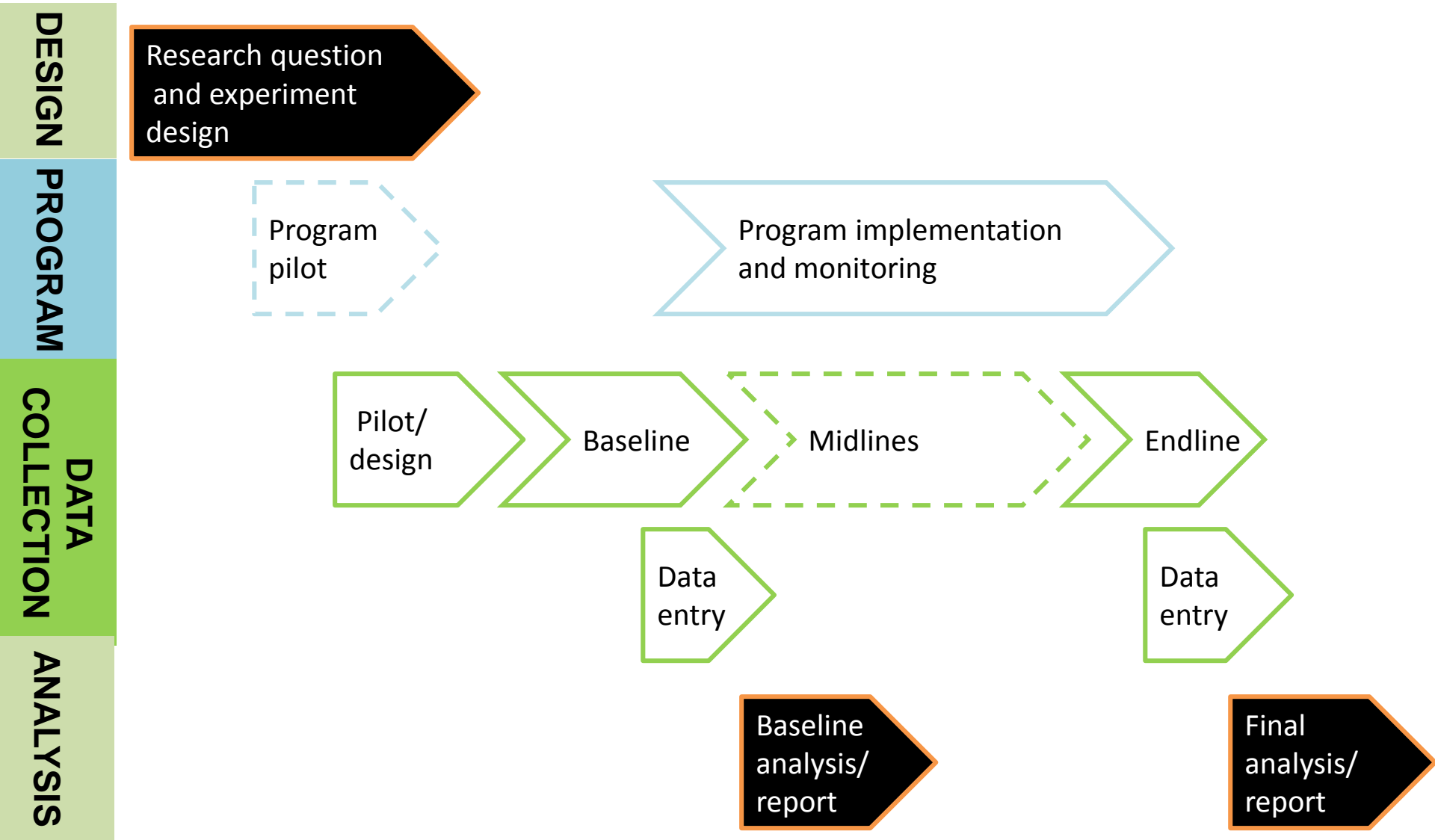
Treatment and comparison are not intuitive operating concepts

- Incentives to not follow the protocols?
  - Enrollment targets?
  - Convenience: *“Those schools are too far. Can we move them to the control group?”*
  - Personal interest *“Can my daughter’s school be in the treatment group?”*
- Why do we care?
  - Over/underestimate effect

# Monitoring, incentives

- Ongoing monitoring: day-to-day presence in the field. Set a **monitoring plan**
  - Surprise visits to communities, schools, etc
  - Attendance forms, monitoring
  - Can be part of standard process monitoring plan
- Create operating incentives:
  - Targets for expansion
  - Rewards for compliance

# From start to finish





# Analysis

**For outcomes of interest:**

**what happened** with the program

- **what would have happened** without the program

**= IMPACT of the program**

# Session Overview

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# Timeframe

- Projects can take anywhere from 3 months to 3 years

3 months

3 years

- Points to consider:
  - Planning phase
  - Piloting
  - Baseline data collection
  - Implementing intervention (monitoring and troubleshooting)
  - Ongoing data collection
  - Analysis

## When not to do RE?

- When the program is premature and still requires considerable “tinkering” to work well
- When project is too small scale to randomize into two “representative groups”
- If a positive impact has been proven using rigorous methodology and resources are sufficient to cover everyone
- After the program has already begun and you are not expanding elsewhere

# Developing an evaluation strategy

- Determine key questions for your organization
  - How many can you already answer?
- Select top priority questions for impact evaluation
- Establish plan for answering them **(before)**
- With key questions answered from impact evaluations, process evaluation can give your overall impact
- A few high quality impact studies are worth more than many poor quality ones
- If you ask the right question, more likely to use results

# Salamat po

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