

What is Evaluation?

Shubhra Mittal

Senior Policy and Training Manager

CLEAR/J-PAL South Asia at IFMR

July 3, 2017



Outline

- Evidence Based Policymaking : Why Evaluate?
- What is Evaluation?
- What makes a good impact evaluation question?
- Components of Program Evaluation

Outline

- Evidence Based Policymaking : Why Evaluate?
- What is Evaluation?
- What makes a good impact evaluation question?
- Components of Program Evaluation

How are policies made?



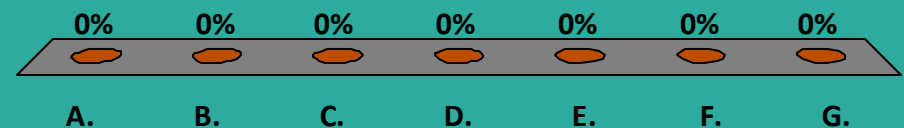
*Opinion-based
policy making*



*Evidence-based
policy making*

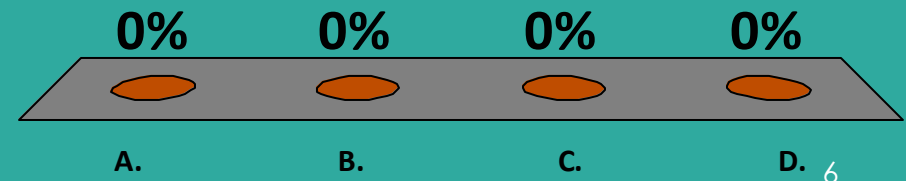
How do you think policies are made?

- A. Ideology (i.e., of decision makers, parties, constituencies)
- B. Experience (i.e., of decision makers, parties, constituencies)
- C. Expediency
- D. Financial resources/constraints
- E. Implementation capacity
- F. Evidence



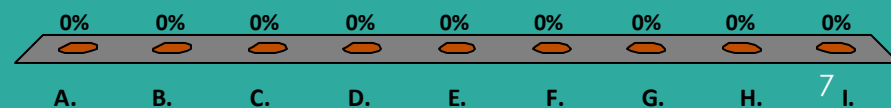
Evaluation should usually be conducted:

- A. Externally and independent from the implementers of the program being evaluated
- B. Externally and closely integrated with program implementers
- C. Internally
- D. Don't know



Who is your *most important audience* for evaluation?

- A. Politicians / policymakers
- B. Constituents
- C. Donor leadership
- D. Academics
- E. Technocrats / Experts/
Think Tanks
- F. Implementers
- G. Proponents, Skeptics
- H. Beneficiaries

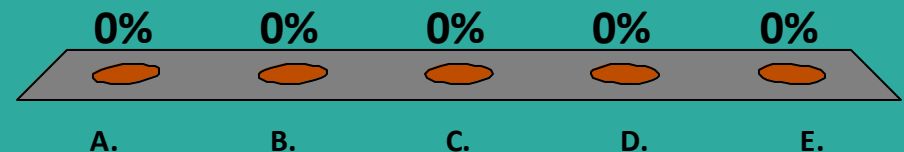


Outline

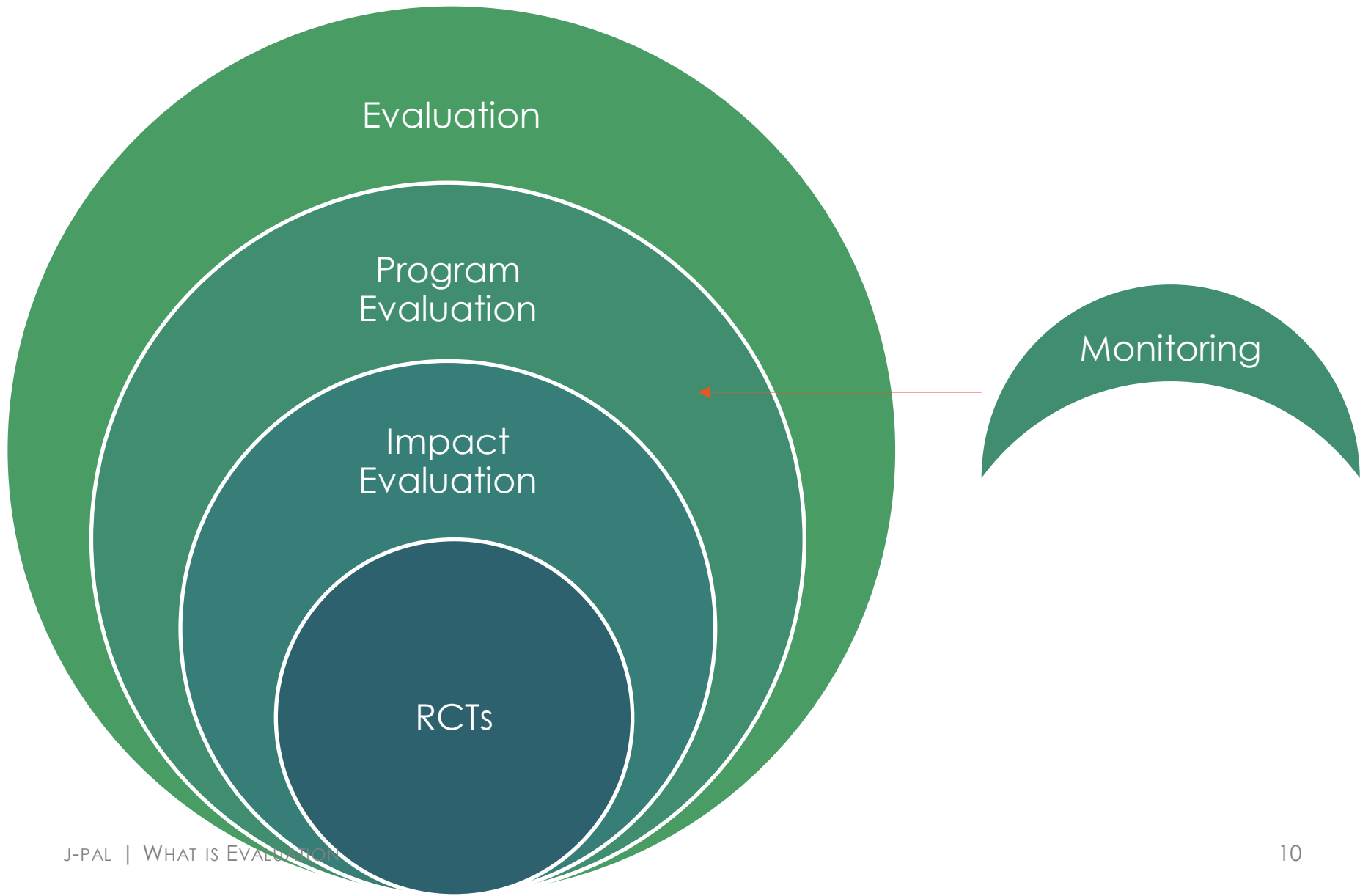
- Evidence Based Policymaking : Why Evaluate?
- What is Evaluation?
- What makes a good impact evaluation question?
- Components of Program Evaluation

What's the difference between: Monitoring and Evaluation

- A. Nothing. They are different words to describe the same activity
- B. Monitoring is conducted internally, Evaluation is conducted externally
- C. Monitoring is for management, Evaluation is for accountability
- D. Don't know
- E. Other



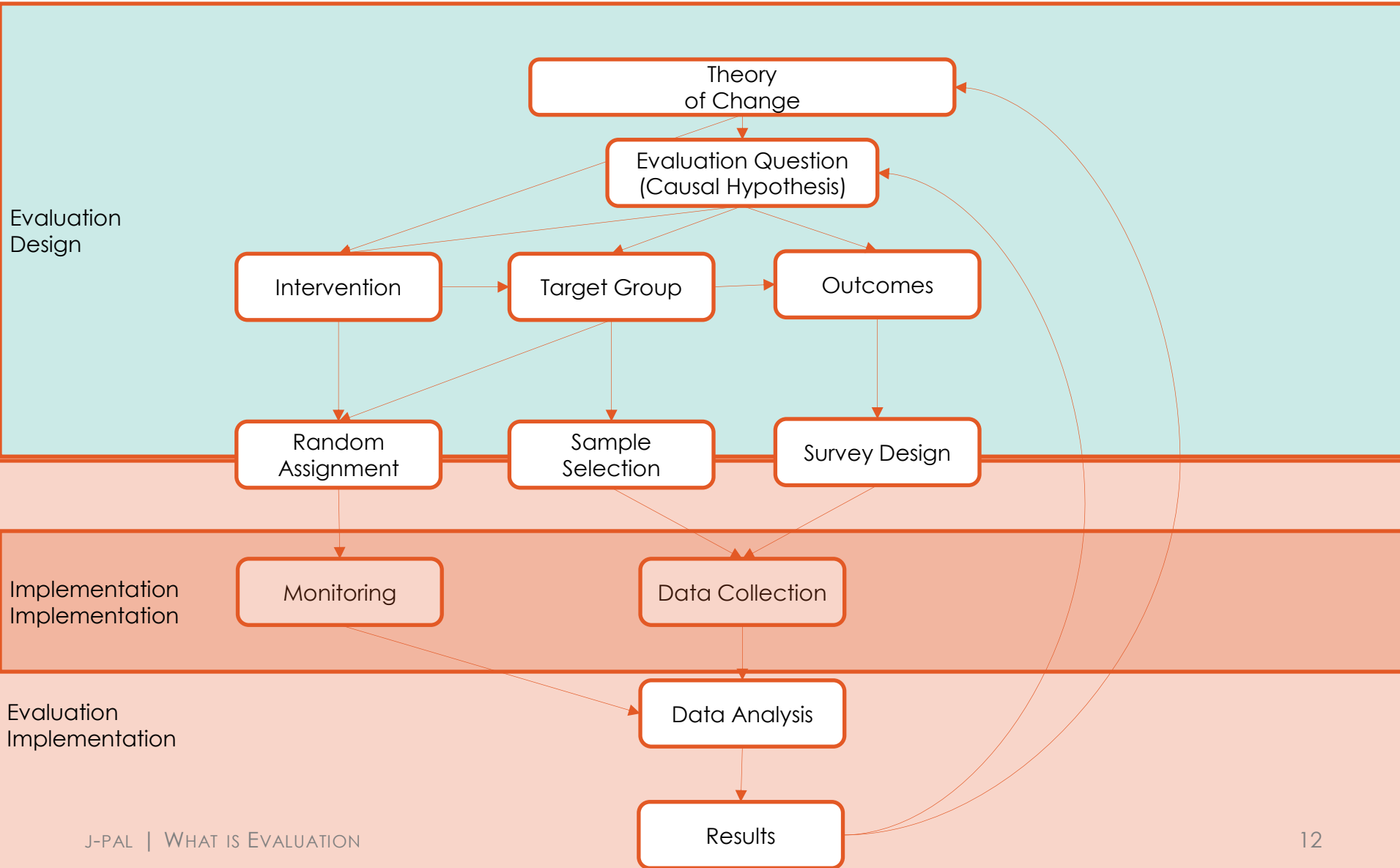
What is Impact Evaluation ?



What types of questions can you answer with impact evaluation?

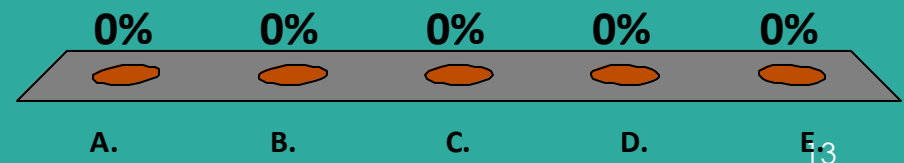
- Evaluations of all kinds can be thought to answer three types of questions (Imas and Rist 2009) :
 - Descriptive questions
 - Normative questions
 - Cause and effect questions
- Impact Evaluation can only answer cause and effect questions.

Running (Randomized) Evaluations



How should the results from evaluations improve policymaking?

- A. Through the evaluation questions
- B. Through the theory of change
- C. Through the target group
- D. Through the outcomes
- E. Don't know



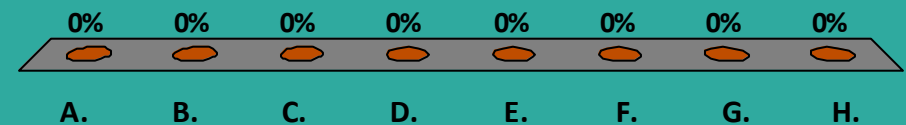
How do we increase school participation (enrollment and attendance)?



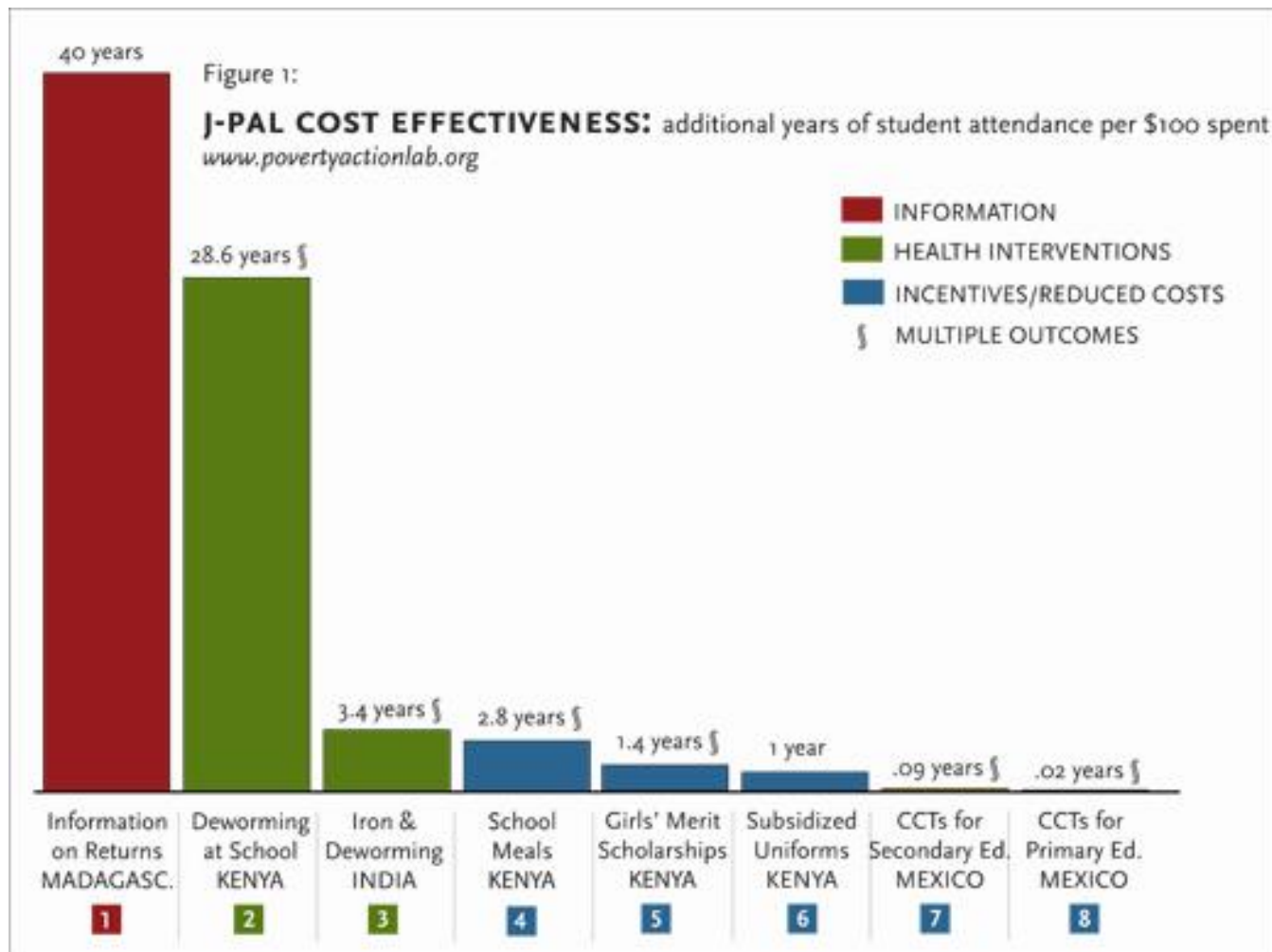
A government wants to improve school attendance at primary schools, what interventions would you recommend?

What is the most effective intervention to increase school participation (enrollment and attendance)?

- A. Text Books
- B. Lunch for free
- C. Free school uniforms
- D. Treat intestinal worms
- E. Merit scholarships
- F. Improve curriculum & teaching
- G. Provide better materials
- H. Increase awareness of returns to education



Impact evaluations can help answer these questions

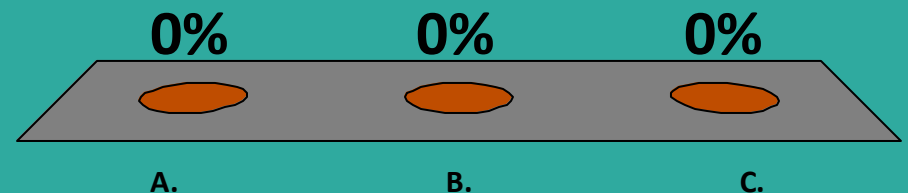


Outline

- Evidence Based Policymaking : Why Evaluate?
- What is Evaluation?
- What makes a good impact evaluation question?
- Components of Program Evaluation

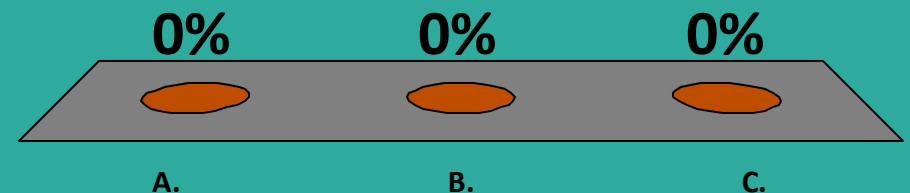
Which one of these would make a good question for an impact evaluation?

- A. What share of kids in Tanzania drop out of school before completing primary school?
- B. Will providing kids with deworming pills or school uniforms do a better job of keeping kids in school?
- C. What role does ethnicity play in student results?



Which one of these would make a good question for an impact evaluation?

- A. Are agricultural extension agents giving farmers the same information they were trained on?
- B. What share of farmers in Kenya currently live on less than \$2 a day?
- C. Which kind of fertilizer works best for a plot of maize?



Outline

- Evidence Based Policymaking : Why Evaluate?
- What is Evaluation?
- What makes a good impact evaluation question?
- Components of Program Evaluation

5 components of program evaluation

Needs Assessment

Theory of Change

Process Evaluation

Impact Evaluation

Cost Effectiveness Analysis

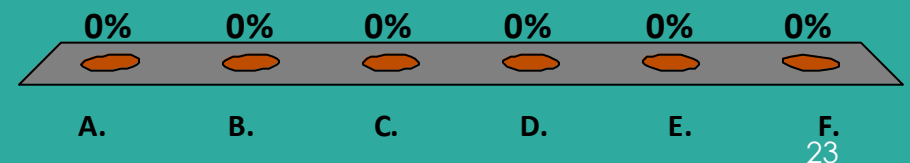
An Example

WATER, SANITATION & HEALTH



What do you think is the most cost-effective way to reduce diarrhea?

- A. Develop piped water infrastructure
- B. Improve existing water sources
- C. Increase supply of and demand for chlorine
- D. Education on sanitation and health
- E. Improved cooking stoves for boiling water
- F. Improve sanitation infrastructure



Identifying the problem

NEEDS ASSESSMENT



Needs Assessment

Questions answered by a needs assessment

- Does the problem we proposing to solve actually exist?
 - What is the likely source of the problem?
 - Of the solutions proposed and tried, why are they failing?
 - Who is in most need?

Needs Assessment

- Does the problem exist?
 - Diarrheal disease killed approximately 2.6 million people a year between 1990 and 2000 .
 - 20 percent of all child deaths (under 5 years old) are from diarrhea

.....what is the likely source?

The source of the problem?



Blueprint for Change

Theory of Change



Theory of Change

Questions answered by a theory of change

- How will the program address the needs put forth in your needs assessment?
 - What are the prerequisites to meet the needs?
 - How and why are those requirements currently lacking or failing?
 - How does the program intend to target or circumvent shortcomings?
 - What services will be offered?

What is a potential solution to this problem?



Alternative Solution(s)?



Really the source of the problem?

- Water quality helps little without hygiene (Esrey, 1996)
 - 42 percent live without a toilet at home
- Nearly 2.6 billion people lack any improved sanitation facilities ([WHO](#))
- Quantity of water is a better determinant of health than quality of water (Curtis et al, 2000)
- People are more willing to pay for convenient water than clean water
- Chlorine is very cheap,
 - In Zambia, \$0.18 per month for a family of six
 - In Kenya, \$0.30 per month
- Yet less than 10% of households purchase treatment

Kremer, Michael, Amrita Ahuja and Alex Peterson Zwane. "Providing Safe Water: Evidence from Randomized Evaluations" Discussion Paper 2010--23, Cambridge, Mass.: Harvard Environmental Economics Program, September, 2010.

Making the program work

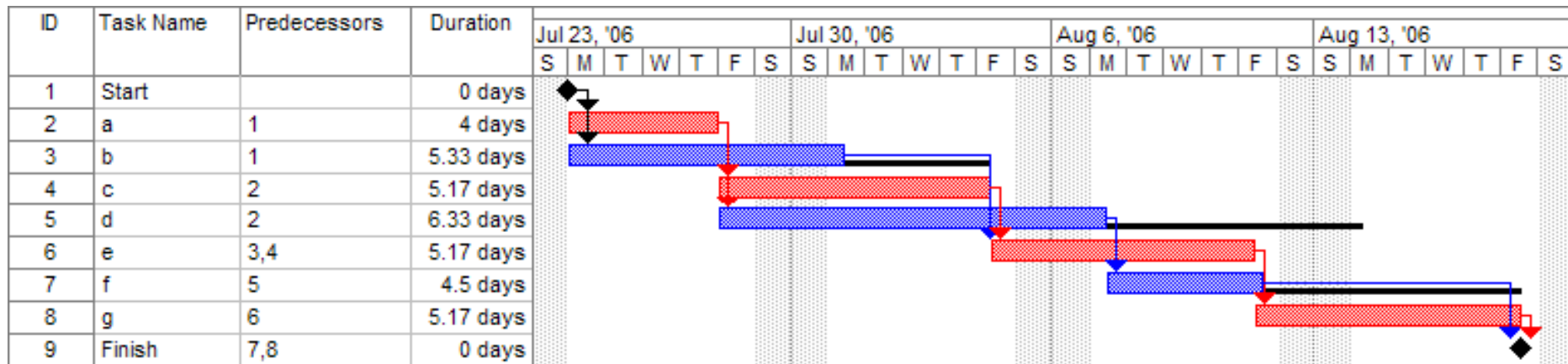
PROCESS EVALUATION



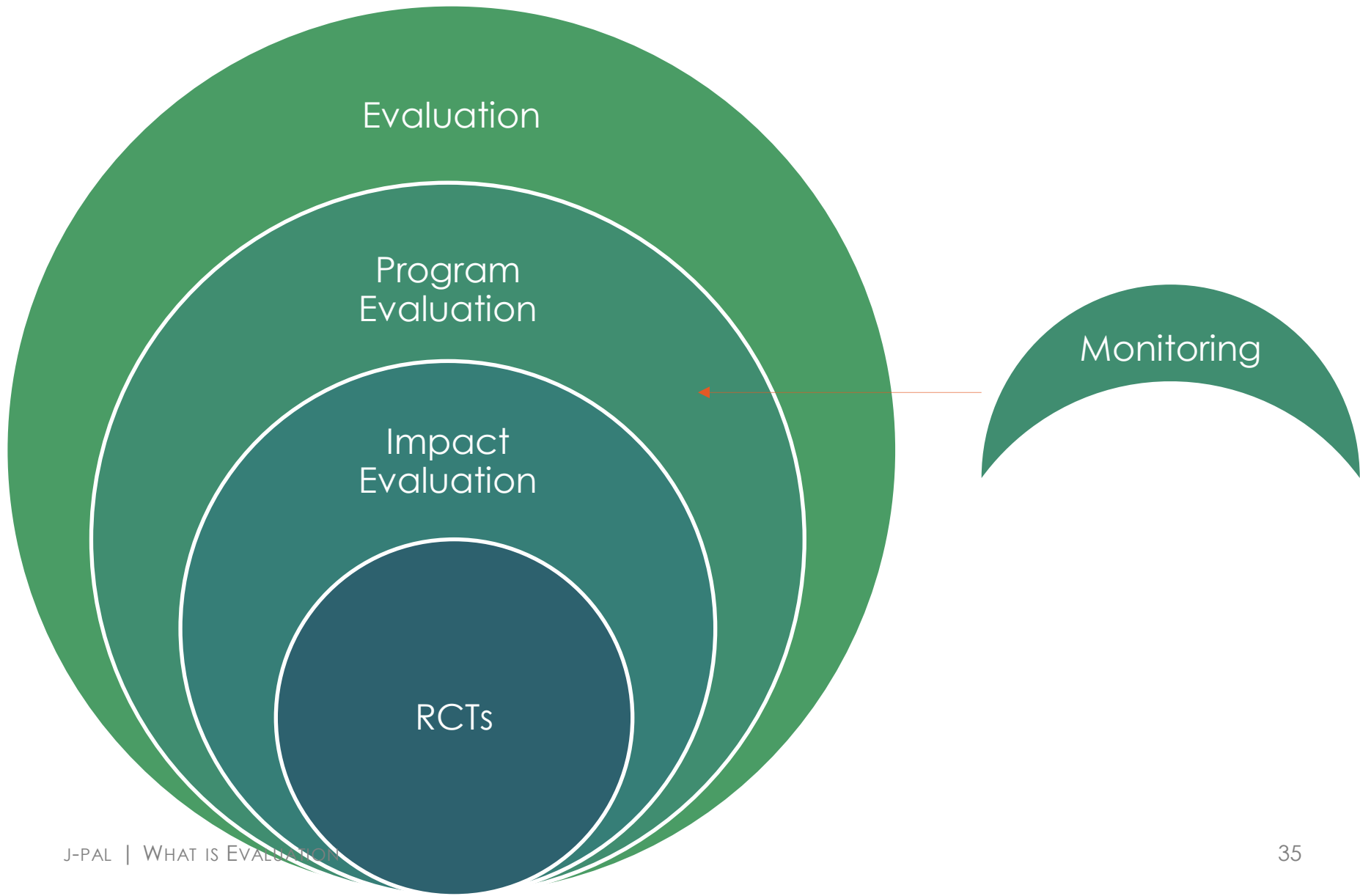
Process Evaluation

Questions answered by a process evaluation

- Was the program carried out as planned?
 - Are basic tasks being completed?
 - Is the intervention reaching the target population?
 - Is the intervention being completed well or efficiently and to the beneficiaries' satisfaction?



What is Impact Evaluation ?



Measuring how well it worked

IMPACT EVALUATION



Impact Evaluation

Questions answered by impact evaluations

- Process evaluations determine if a program is running in the way it is supposed to run
- Impact evaluations determines if a program creates a change in an outcome(s)
 - Did concrete encased springs decrease diarrhea rates?

What was the impact?

- 66% reduction in source water E. coli concentration
- 24% reduction in household E. coli concentration
- 25% reduction in incidence of diarrhea

Making Policy from Evidence

Intervention	Impact on Diarrhea
Spring protection (Kenya)	25% reduction in diarrhea incidence for ages 0-3

Making Policy from Evidence

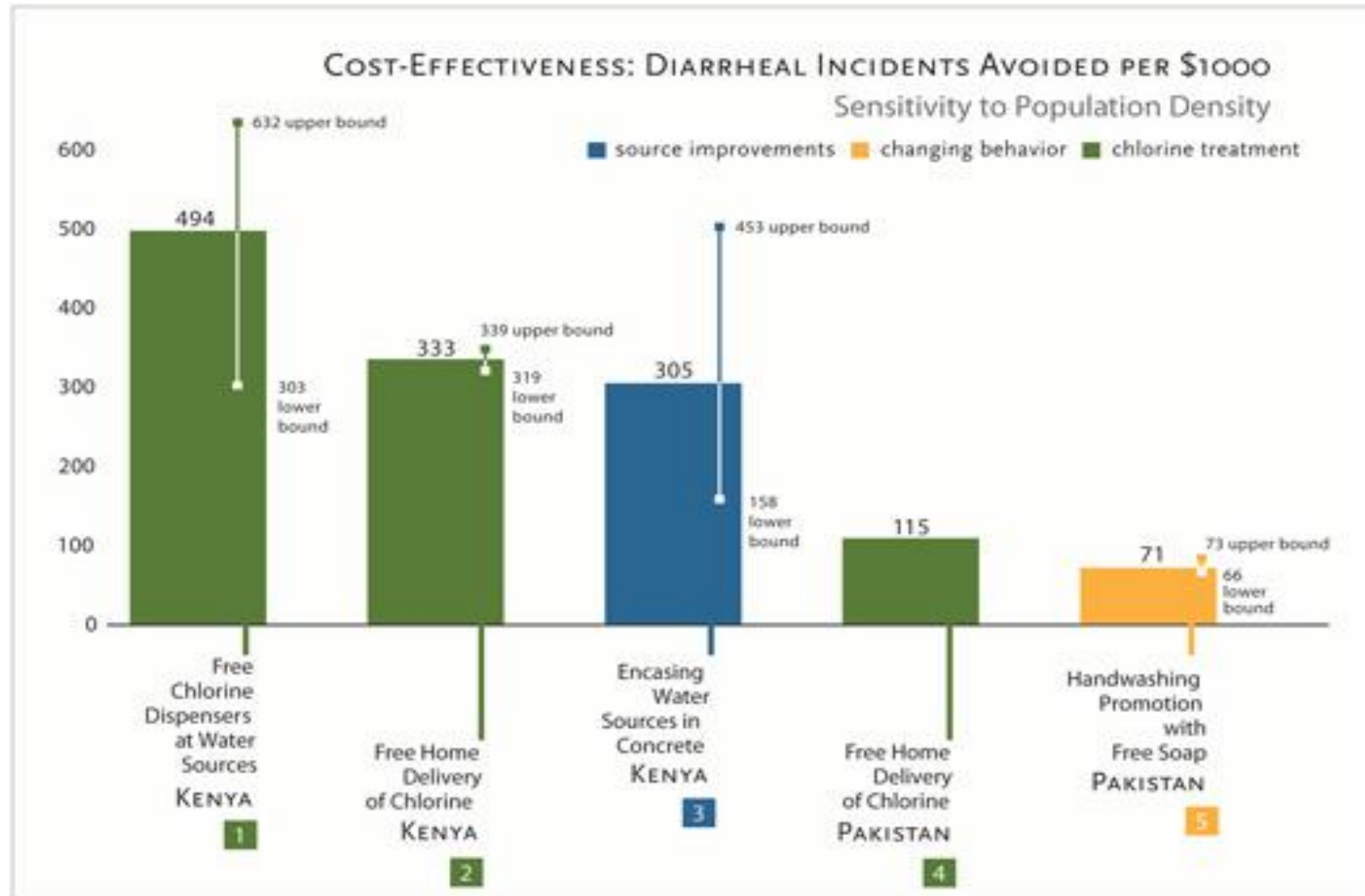
Intervention	Impact on Diarrhea
Spring protection (Kenya)	25% reduction in diarrhea incidence for ages 0-3
Source chlorine dispensers (Kenya)	20-40% reduction in diarrhea
Home chlorine distribution (Kenya)	20-40% reduction in diarrhea
Hand-washing (Pakistan)	53% drop in diarrhea incidence for children under 15 years old
Piped water in (Urban Morocco)	0.27 fewer days of diarrhea per child per week

Evidence-Based Policymaking

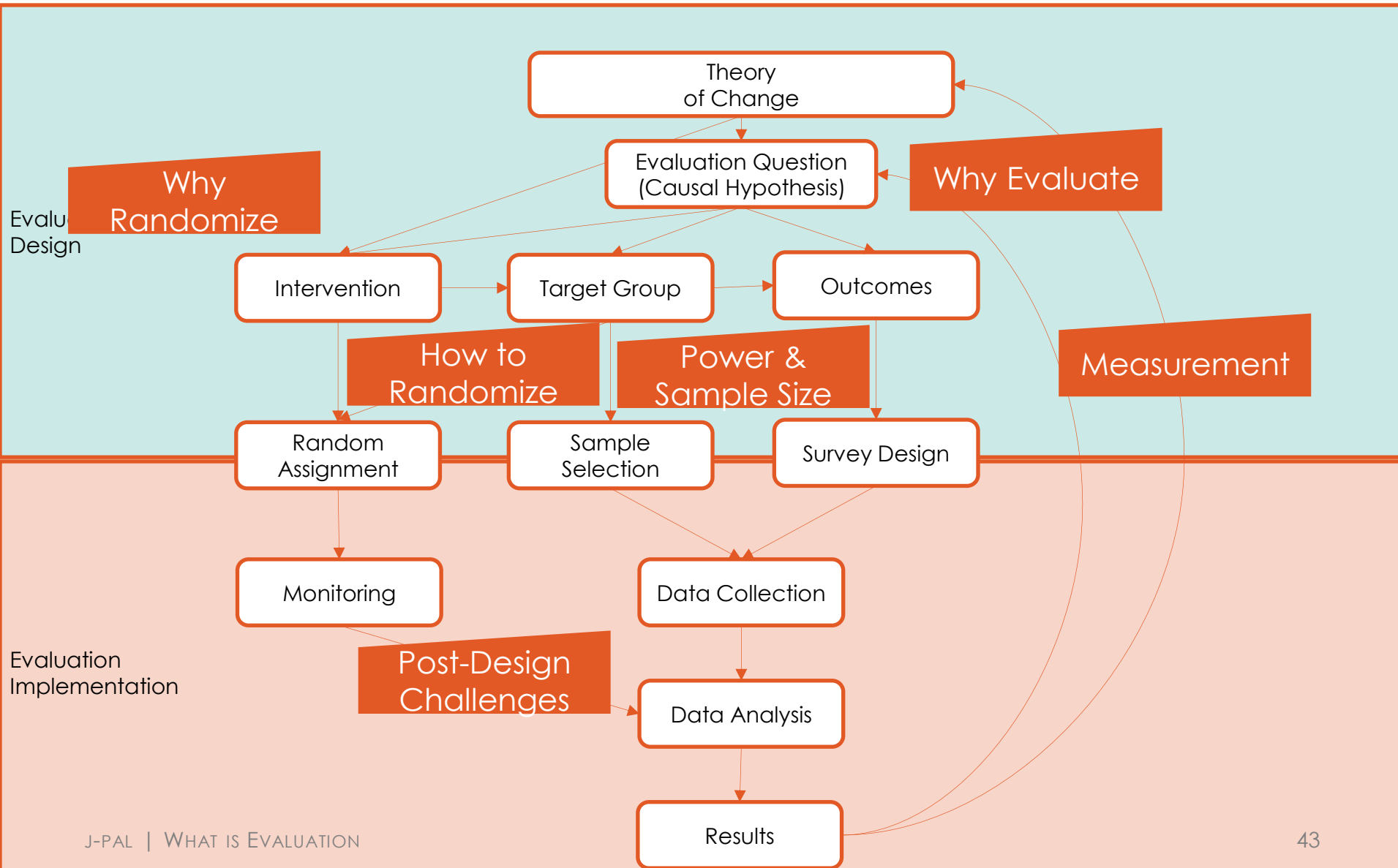
COST-EFFECTIVENESS ANALYSIS



Cost-Effectiveness Diagram



Randomized Evaluation Process



Course Overview

1. What is Evaluation?
2. Theory of Change
3. Outcome, Impact, and Indicators
4. Why Randomize?
5. How to Randomize
6. Sampling and Sample Size
7. Threats and Analysis
8. Research to Policy
9. Project from Start to Finish

Thank you

Shubhra Mittal

smittal@povertyactionlab.org

