What is (Impact) Evaluation?
Why Evaluate?

J-PAL
I. What is Evaluation?

II. Components of Program Evaluation
What is Evaluation?
Which one of these would make a good question for an impact evaluation?

A. Does nutrition education for pregnant women increase newborns' weight?

B. Do pregnant women have a right to sufficient food?

C. Are trainers spreading misinformation when delivering nutrition education?
Impact 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
I. What is Evaluation?

II. Components of Program Evaluation
Components of Program Evaluation

- Needs Assessment
- Theory of Change
- Process Evaluation
- Impact Evaluation
- Cost Effectiveness Analysis

J-PAL | WHAT IS EVALUATION
WATER, SANITATION & HEALTH in a low-income country

An Example
What is the best solution for reducing diarrheal disease?

A. Water source infrastructure
B. Supply & subsidization of purification methods (e.g. chlorine, clay filters, stoves to boil water)
C. Education on sanitation
D. Sanitation infrastructure (e.g. latrines)
E. I don’t know / Other
Identifying the Problem

NEEDS ASSESSMENT
Questions answered by a Needs Assessment

• Does the problem we are proposing to solve actually exist?
  – What is the likely source of the problem?
  – What is the extent of the problem?
  – Who is in most need?

• What solutions have been proposed or tried before?
  – Did they work? Why & how?
  – Are they feasible in this context?
Needs Assessment

• Does the problem exist?
  – Diarrheal disease killed approximately 2.6 million people per year between 1990 and 2000
  – 20% of all child deaths (under 5 years old) are from diarrhea

.....what is the likely source?
Really the source of the problem?

• Water quality helps little without hygiene (Esrey, 1996)
  – 2.3 billion people lack basic sanitation facilities (WHO)

• 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

• but less than 10% of households purchase treatment

Potential Solutions
Blueprint for Change

THEORY OF CHANGE
Questions answered by a Theory of Change

• What are the underlying reasons for the current conditions? What is currently lacking?
• How will the program address these needs?
• What are immediate inputs or activities of the program?
• How do these inputs feed into the ultimate goals of the program?
Theory of Change

Less Diarrhea

Contaminated water is primary source of illness

Drink Clean water

Choose to drink only clean water

Understand benefits of clean water

Know which water is clean

Access to clean water

Clean source or purification method

No recontamination

Choose to collect only clean water / purify

Have clean water at home

Clean method of extracting water

Sufficient water

Hygiene practices
## Log Frame

<table>
<thead>
<tr>
<th>Objectives Hierarchy</th>
<th>Indicators</th>
<th>Sources of Verification</th>
<th>Assumptions / Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Final Outcome</strong></td>
<td>Lower rates of diarrhea</td>
<td>Rates of diarrhea</td>
<td>Household survey</td>
</tr>
<tr>
<td></td>
<td>Households drink cleaner water</td>
<td>(Δ in) drinking water source; E. coli CFU/100ml</td>
<td>Household survey, water quality test at home storage</td>
</tr>
<tr>
<td><strong>Intermediate Outcome</strong></td>
<td>Source water is cleaner</td>
<td>E. coli CFU/100ml</td>
<td>Water quality test at source</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>Source protection is built</td>
<td>Protection is present, functional</td>
<td>Source visits/surveys</td>
</tr>
</tbody>
</table>

- **Needs assessment**
- **Impact evaluation**
- **Process evaluation**
Making the program work

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?
Process Evaluation

• **Inputs:**
  – Springs for encasement identified
  – Encasements for springs were built
  – Impact evaluation rollout proceeding as planned
  – Maintenance was performed

• **Outputs:**
  – 66% reduction in source water e coli concentration
Measuring how well it worked

IMPACT EVALUATION
Questions answered by an Impact Evaluation

• Did the program impact the problem / outcome?
  – Did concrete encasing of the springs impact diarrhea rates?

• If so, how much impact did the program have?
  – How much did diarrhea rates decrease?
What was the impact?

• Intermediate outcome:
  – 24% reduction in household E coli concentration

• Outcomes:
  – 25% reduction in incidence of diarrhea
## Making Policy from Evidence

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Impact on Diarrhea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring protection (Kenya)</td>
<td>25% reduction in diarrhea incidence for ages 0-3</td>
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</tbody>
</table>
## Making Policy from Evidence

<table>
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<th>Intervention</th>
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<tr>
<td>Spring protection (Kenya)</td>
<td>25% reduction in diarrhea incidence for ages 0-3</td>
</tr>
<tr>
<td>Source chlorine dispensers (Kenya)</td>
<td>20-40% reduction in diarrhea</td>
</tr>
<tr>
<td>Home chlorine distribution (Kenya)</td>
<td>20-40% reduction in diarrhea</td>
</tr>
<tr>
<td>Hand-washing (Pakistan)</td>
<td>53% drop in diarrhea incidence for children under 15 years old</td>
</tr>
<tr>
<td>Piped water (Urban Morocco)</td>
<td>0.27 fewer days of diarrhea per child per week</td>
</tr>
</tbody>
</table>
Evidence-Based Policymaking

COST-EFFECTIVENESS ANALYSIS
Cost-Effectiveness Diagram
What is the best solution for reducing diarrheal disease?

A. Water source infrastructure
B. Supply & subsidization of purification methods (e.g. chlorine, clay filters, stoves to boil water)
C. Education on sanitation
D. Sanitation infrastructure (e.g. latrines)
E. I don’t know / Other
Running Randomized Evaluations

Evaluation Design

- Theory of Change
- Evaluation Question (Causal Hypothesis)

- Intervention
- Target Group
- Outcomes

- Random Assignment
- Sample Selection
- Survey Design/Admin Data

Intervention Implementation

- Monitoring
- Data Collection

Evaluation Implementation

- Data Analysis
- Results
## J-PAL Executive Education Course: Evaluating Social Programs, June 10 – 14, 2019; E62-262 (MIT Sloan)

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<thead>
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<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<td>June 10</td>
<td>June 11</td>
<td>June 12</td>
<td>June 13</td>
<td>June 14</td>
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<tr>
<td>8:00 – 9:00</td>
<td>Registration/Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:00 – 9:40</td>
<td>Opening remarks</td>
<td>Lecture 3: Why Randomize</td>
<td>Lecture 6: Threats and Analysis</td>
<td>Lecture 8: Generalizability</td>
</tr>
<tr>
<td>Mary Ann Bates</td>
<td>Dan Levy</td>
<td>Anja Sautmann</td>
<td>Maggie McConnell</td>
<td>Mary Ann Bates</td>
</tr>
<tr>
<td>Maya Duru</td>
<td>Anja Sautmann</td>
<td>Maggie McConnell</td>
<td>Dan Keniston</td>
<td></td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
<td>Group Photo</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:45 – 11:00</td>
<td>Group introductions</td>
<td>Group Case Study 1: Measurement</td>
<td>Group Case Study 4: Threats &amp; Analysis</td>
<td>Group presentations</td>
</tr>
<tr>
<td>11:00 – 12:00</td>
<td>Group Case Study 1: Measurement</td>
<td>Group work on presentation: Indicators</td>
<td>Group work on presentation: Threats and Analysis</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Decision on group project</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:00 – 1:00</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 – 2:30</td>
<td>Lecture 2: Measurement: Outcomes, Impact, and Indicators</td>
<td>Lecture 4: How to Randomize</td>
<td>Lecture 7: Start-to-Finish</td>
<td>Group presentations</td>
</tr>
<tr>
<td>Vincent Pons</td>
<td>Joseph Doyle</td>
<td>Antonia Guillenre</td>
<td>Saga Innovations</td>
<td></td>
</tr>
<tr>
<td>2:30 – 2:45</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>2:45 – 4:00</td>
<td>Group work on presentation: Theory of change, research question</td>
<td>Group Exercise: Randomization Mechanics</td>
<td>Group Exercise: How to do Power Calculations</td>
<td>Group work on presentation: Finalize presentation</td>
</tr>
<tr>
<td>4:00 – 5:00</td>
<td>Group Case Study 2: Why Randomize</td>
<td>Group Case Study 3: How to Randomize</td>
<td>Group work on presentation: Finalize presentation</td>
<td></td>
</tr>
<tr>
<td>5:00 – 8:00</td>
<td>Happy Hour Glass House</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Expanded Session Details:

- **Monday, June 10**
  - **8:00 – 9:00**: Registration/Breakfast
  - **9:00 – 9:40**: Opening remarks by Mary Ann Bates
  - **9:40 – 10:30**: Lecture 1: What is Evaluation by Maya Duru
  - **10:30 – 10:45**: Coffee Break
  - **10:45 – 11:00**: Group introductions
  - **11:00 – 12:00**: Group Case Study 1: Measurement, Decision on group project
  - **12:00 – 1:00**: Lunch
  - **1:00 – 2:30**: Lecture 2: Measurement: Outcomes, Impact, and Indicators by Vincent Pons
  - **2:30 – 2:45**: Coffee Break
  - **2:45 – 4:00**: Group work on presentation: Theory of change, research question
  - **4:00 – 5:00**: Group Case Study 2: Why Randomize
  - **5:00 – 8:00**: Happy Hour Glass House

- **Tuesday, June 11**
  - **8:00 – 9:00**: Breakfast
  - **9:00 – 9:40**: Lecture 3: Why Randomize by Dan Levy
  - **9:40 – 10:30**: Lecture 5: Sampling & Sample Size by Anja Sautmann
  - **10:30 – 10:45**: Coffee Break
  - **10:45 – 11:00**: Group work on presentation: Indicators
  - **11:00 – 12:00**: Lunch
  - **12:00 – 1:00**: Lunch
  - **1:00 – 2:30**: Lecture 4: How to Randomize by Joseph Doyle
  - **2:30 – 2:45**: Coffee Break
  - **2:45 – 4:00**: Group Exercise: Randomization Mechanics
  - **4:00 – 5:00**: Group Case Study 3: How to Randomize

- **Wednesday, June 12**
  - **8:00 – 9:00**: Breakfast
  - **9:00 – 9:40**: Lecture 6: Threats and Analysis by Maggie McConnell
  - **9:40 – 10:30**: Lecture 7: Start-to-Finish by Dan Keniston
  - **10:30 – 10:45**: Coffee Break
  - **10:45 – 11:00**: Group Case Study 4: Threats & Analysis
  - **11:00 – 12:00**: Lunch
  - **12:00 – 1:00**: Lunch
  - **1:00 – 2:30**: The RCT Experience from a Practitioner’s Perspective by Antonio Guillenre
  - **2:30 – 2:45**: Coffee Break
  - **2:45 – 4:00**: Group Exercise: How to do Power Calculations
  - **4:00 – 5:00**: Group Case Study 2: Why Randomize

- **Thursday, June 13**
  - **8:00 – 9:00**: Breakfast
  - **9:00 – 9:40**: Lecture 8: Generalizability by Mary Ann Bates
  - **9:40 – 10:30**: Group work on presentation: Randomization Design, Power and sample size
  - **10:30 – 10:45**: Coffee Break
  - **10:45 – 11:00**: Group presentations
  - **11:00 – 12:00**: Lunch
  - **12:00 – 1:00**: Lunch
  - **1:00 – 2:30**: Group Case Study 2: Why Randomize
  - **2:30 – 2:45**: Coffee Break
  - **2:45 – 4:00**: Group work on presentation: Finalize presentation
  - **4:00 – 5:00**: Group Case Study 3: How to Randomize

- **Friday, June 14**
  - **8:00 – 9:00**: Breakfast
  - **9:00 – 9:40**: Lecture 8: Generalizability by Mary Ann Bates
  - **9:40 – 10:30**: Group Case Study 2: Why Randomize
  - **10:30 – 10:45**: Coffee Break
  - **10:45 – 11:00**: Group Case Study 3: How to Randomize
  - **11:00 – 12:00**: Lunch
  - **12:00 – 1:00**: Lunch
  - **1:00 – 2:30**: Group Case Study 4: Threats & Analysis
  - **2:30 – 2:45**: Coffee Break
  - **2:45 – 4:00**: Group work on presentation: Finalize presentation
  - **4:00 – 5:00**: Group presentations

### Notes:
- Feedback survey and post-test will be conducted on Friday.
- Happy Hour Glass House is scheduled for Monday and Wednesday evenings.
- Group Exercise: How to do Power Calculations will be held on Thursday afternoon.

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**J-PAL Executive Education Course: Evaluating Social Programs, June 10 – 14, 2019; E62-262 (MIT Sloan)**
References, Reuse, and Citation

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