IMPACT MEASUREMENT STRATEGY

For collaborative Projects

During TREETINGS, it is crucial to measure the impact of our work in the communities. This helps us improve our approach and ensure that we achieve the desired changes. In this document, we present a strategy for gathering both measurable results (Outputs) and the longer-term changes knowledge, attitude and behaviour of individuals (Outcomes).

1. **Output**
   The achieved change that is **countable**, meaning:
   a. Numbers of people participating in TREETINGS
   b. Numbers of schools you have visited
   c. Numbers of parents-groups you have talked to
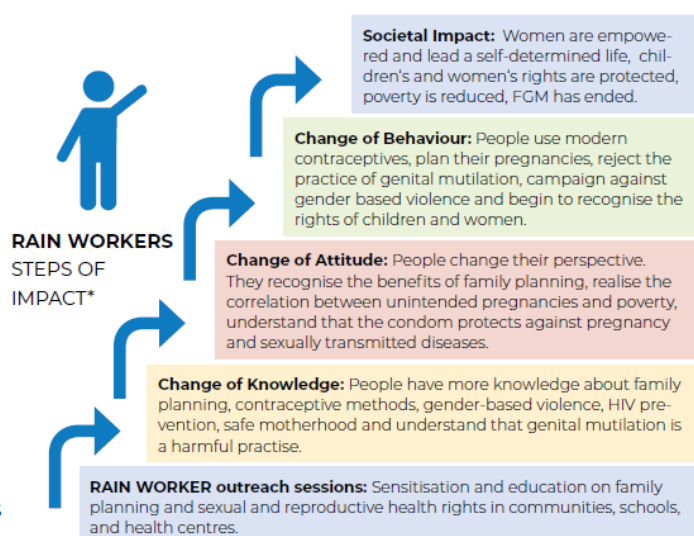   d. ...

2. **Outcome**
   The **change in the minds** of people. You can measure the Outcome in three steps: What has changed in people's...
   a. ...knowledge
   b. ...attitude
   c. ...behaviour on SRHR?

OUR IMPACT – MAKING A LASTING DIFFERENCE

Changing misconceptions and breaking taboos takes time. We use a step-by-step approach to create positive change for individuals and society. We know that true progress happens gradually:

- **SHORT-TERM:** RAIN WORKERS increase people's knowledge about family planning and sexual and reproductive health rights.
- **MEDIUM-TERM:** RAIN WORKERS help people develop positive attitudes and beliefs on specific topics.
- **LONG-TERM:** This leads to changes in behaviour and has a positive impact on society as a whole.

RAIN WORKERS STEPS OF IMPACT*

Societal Impact: Women are empowered and lead a self-determined life, children's and women's rights are protected, poverty is reduced, FGM has ended.

Change of Behaviour: People use modern contraceptives, plan their pregnancies, reject the practice of genital mutilation, campaign against gender based violence and begin to recognise the rights of children and women.

Change of Attitude: People change their perspective. They recognise the benefits of family planning, realise the correlation between unintended pregnancies and poverty, understand that the condom protects against pregnancy and sexually transmitted diseases.

Change of Knowledge: People have more knowledge about family planning, contraceptive methods, gender-based violence, HIV prevention, safe motherhood and understand that genital mutilation is a harmful practise.

RAIN WORKER outreach sessions: Sensitisation and education on family planning and sexual and reproductive health rights in communities, schools, and health centres.

* According to Phineas Wirkungstreppe

Achieving **Impact** is a long-term change that occurs at the **societal level**. This happens only after all the necessary steps—changes in knowledge, attitude AND behaviour—have been successfully implemented.

The next step is to develop a strategy for measuring both the Output and the short-term, medium-term, and long-term Outcomes of your work. The following guideline can be useful in that matter:

1. Defining Project-Goals

To begin planning your impact measurement strategy, you need to clearly define your goals. What do you want to achieve with your project?

E.g. the goal is to …

- *… increase the knowledge and acceptance of family planning*
- *… lower the number of teenage pregnancies*
- *… lower the number of GBV-cases*
- *… reduce harmful practices*
- *…*

Defining **between one and three goals,** you can specifically **focus** on is much better than wanting to achieve everything and losing track of the priorities!

2. Defining Measurable Indicators

The next step is to define indicators. They can tell you how far you have already come in achieving the project goals. By defining these indicators, you know what exactly you want to measure in your project. This gives you a better guidance when you are going to design your questionnaires later. Every defined project-goal should have indicators like these:

E.g.: "The goal is to increase the knowledge and acceptance of family planning."
Indicators (according to the stairs of impact, page 1) could be:

- ***Indicator 1: CHANGE OF KNOWLEDGE***: *Community members know about the relation between family planning and poverty*
- ***Indicator 2: CHANGE OF ATTITUDE***: *Community members accept the practice of family planning and see it as a positive way of planning your sustainable, healthy family*
- ***Indicator 3: CHANGE OF BEHAVIOR***: *Community members talk about their (future) families, practice family planning and seek family planning services*

3. Defining Communication Strategy

To ensure a smooth impact measurement, it is very important to put together a communication plan, **before** you start collecting your data.

Who will be responsible for what?

➔ What is the responsibility of the RAIN WORKERS?
➔ What is the responsibility of the Supervisor?
➔ What is the responsibility of the Project Director?

What is your meeting structure?

➔ When will the Supervisors and your RAIN WORKERS meet to update each other on the project progress?
➔ When will the Project Director meet with the Supervisors to plan for the next steps of the impact measurement or evaluate the previous ones?
➔ How often do you want to have feedback meetings with THE RAIN WORKERS Organisation?

Data-Collection

➔ How often do you collect data in the project?
➔ When do you want to collect it? *(Beginning/Mid-Project/Ending/Continuously?)*
➔ Through which method do you collect the data? *(Interviews, guided discussions...)*
➔ Which data do you need? *(Stories/numbers/facts...?)*
➔ How often will you evaluate the data during the project?

Keep in mind that it takes time for people to learn how impact measurement works, so plan enough time for training your team as well.

4. Collecting Data

Before collecting data, decide which information you need, who to collect it from, and how to gather it. There are different types of data you can collect. The most important ones for us are:

- **Data on Knowledge**
  Interview community members about their knowledge on SRHR related topics with a questionnaire

- **Personal Stories (indicating Change of Attitude/Behaviour)**
  Stories shared about the personal lives of people which show changes they experienced because of the TREETINGS

- **Secondary Data from Institutions**
  This refers to data, which can be collected from institutions to verify or underline data you have collected in communities. This data can include:
  - *Health facilities: How many people seek family planning services? How many people use modern contraceptives? ...*
  - *Police Stations: How many cases of GBV have been reported? How many FGM-cases have been reported? ...*
  - *Schools: How many cases of teenage pregnancies did they have over the last year/months/? ...*
  - *...*

4.1. Strategies of Data Collection

To collect your data, you can use different strategies:

DATA FOR BASELINE SURVEY

A baseline survey is a survey conducted at the beginning of your impact study to capture the current level of awareness on SRHR-related topics. It serves as a reference point to measure and assess changes later on. The survey collects information on key aspects, such as knowledge, attitudes, or behaviours, **before** the TREETINGS start.

Use these questionnaires **before** and **after** your TREETINGS in one area to compare the situation and measure the impact of your work.

- Use Questionnaires for interviewing **Community Members**
  E.g.:

SECTION A: FAMILY PLANNING	
Why do you think family planning is important?	☐ *Reduces mother and child mortality* ☐ *Prevents unwanted pregnancies* ☐ *Reduces poverty* ☐ *Helps prevent HIV/AIDS and STIs* ☐ *Helps to build healthy and happy families* ☐ *Others, please specify:………………………………………*
Who do you think should practice family planning?	☐ *Man* ☐ *Woman* ☐ *Man & Woman* ☐ *Others, please specify:……………………………………..*
When is the right time to start family planning?	☐ *When one becomes sexually mature* ☐ *During Courtship* ☐ *In a marriage* ☐ *Others, please specify:……………………………………..*

When conducting interviews, avoid "Yes or No" questions, since this gives the tendency for people to answer the way we want them to.

For example, if we ask: Do you think family planning is important? Most people would reply saying "Yes", which does not tell us anything specific about their attitude or behaviour.

Therefore, it is necessary to ask open questions as indicated above. When asking these questions, do not give away the possible answers. Just ask a question and give the person the space to think for themselves. Then tick off the answers they told you without any influence.

Design these questionnaires according to your needs! Of course, we are available to provide support if necessary.

- Use Questionnaires to gather **Secondary Data** from Institutions
  E.g.: Health Center Questionnaire

Use this questionnaire **before** and **after** your TREETINGS in one area to compare the situation and measure the impact of your work. The secondary data is specifically useful to validate the collected results from community members, since people are not always telling the truth.

Number of people who used family planning methods	*Female*	*Male*
The most used contraception method of family planning		
Number of people who received different contraception methods	*Female*	*Male*
Number of people who attended prenatal care services. (Also numbers of men, to assess male involvement)	*Female*	*Male*
Number of people who attended postnatal care services	*Female*	*Male*
Number of women who delivered at the health facility		
Number of teenage pregnancy deliveries at the health facility		

Design these questionnaires according to your needs! Of course, we are available to provide support if necessary.

PERSONAL STORIES FOR ENDLINE SURVEY - Most Significant Change (MSC) Method

This is a method where people share a story about the most significant change in their lives since the beginning of the TREETINGS. You can collect these stories and analyse them to find out what made the biggest difference.

- Use a simple Questionnaire to collect the **personal Stories**
  E.g.:

Date	
Name of RAIN WORKER	
Gender	
Age	
Number of children	
Village and sub-county	
Content learned during the outreach sessions	
What has changed the most for you/your family since the TREETINGS?	
Any observations/ recommendations from the RAIN WORKER	

Conduct these interviews **after** working in one village or community over a **longer period of time**. Use this questionnaire so the community members can share personal experiences with you. And remember: it is better to collect too many stories than too little!

All these quests can be overwhelming if it is the first time conducting an impact measurement. Try to keep it **simple and understandable** for everyone. It is much better to have a less complicated strategy with fewer, but profound and qualitative data, than a very elaborated strategy, which is too complicated to implement.

5. Analysing Data

Once you have collected the data, you can start analysing the results. For that, the following steps can be helpful:

1. **Organize your data**
   Write down all the information you have gathered from the interviews in one document: Word or Excel are useful for that.

2. **Categorize your data**
   Identify general topics according to your project-goals and assign one to every collected statement
   *E.g.: Categories could be "Knowledge on Family Planning", "Attitude Change on modern contraception", … The categories refer to your **indicators** defined earlier!*

3. **Analyse your data**
   Collect all the information from one category and look at the information. *What can you learn from that? Are many people stating similar changes? Is there a pattern on how the lives of the people were touched? Do people focus on something specifically? How many people state they are using modern contraceptives now? How many percent of all people reached is that? Does that fit the secondary data?*

   …

The found results show you on which step of the stairs of impact you currently are. You can analyse the collected data during the project time to see where you are standing and readjust your concept for the upcoming TREETINGS.

6. Feedback-Meetings and Adjustments

1. **RAIN WORKER Team Meetings**
   Any outcome you have found in your impact measurement, you can carry into your quarterly RAIN WORKER Team meetings, so all your RAIN WORKERS can learn from the insights for their own TREETINGS.

2. **Quarterly Meetings**
   To support your impact measurement as good as possible, we suggest holding quarterly Zoom-Meetings with us. This way we can assess the project progress, see how we need to adjust the project structure to reach the communities even further and generate new ideas together.

To keep in Mind:

- No method is perfect: always try to mix different ones in your strategy
- Sample size: Ensure to interview a big number of participants for representativeness
- Budget considerations
- When interviewing community members, try to hear **all voices**! Focus on elder and younger, more educated and less educated, male and female … members

7. Example of an Impact Measurement Structure:

PROJECT PREPERATION	• Define project-goals and indicators • Design impact measurement structure • Agree on a communication plan • Train responsible people	Continuous Meetings with THE RAIN WORKERS Organization to support the project progress
Baseline Survey Community/Subcounty 1	• Collect secondary data • Conduct interviews with community members, asking about their knowledge	
TREETINGS COMMUNITY/SUBCOUNTY 1	• Conduct the TREETINGS in one community/subcounty over a longer period, to give people time to reflect on the content • Collect Output-numbers continuously • Informal talks with the participants are an opportunity to collect personal stories! Follow up on households if possible	
Endline Survey Community/Subcounty 1	• Repeat interviews from the Baseline Survey • Collect secondary data • Collect stories (MSC-Method) for community/subcounty 1	
MID-PROJECT-ANALYSIS	Optional, depending on your capacities; but it is very beneficial for the project to adjust strategy	
Baseline Survey Community/Subcounty 2	• Collect secondary data • Conduct interviews with community members, asking about their knowledge	
TREETINGS COMMUNITY/SUBCOUNTY 2	• Conduct the TREETINGS in one community/subcounty over a longer period, to give people time to reflect on the content • Collect Output-numbers continuously • Informal talks with the participants are an opportunity to collect personal stories Follow up on households if possible	
Endline Survey Community/Subcounty 2	• Repeat interviews from the Baseline Survey • Collect secondary data • Collect stories (MSC-Method) for Community/Subcounty 2	
FINALIZING PROJECT	Analyse your data according to your indicators	

Of course, this structure can be adapted to your project timeline, Community/Subcounty and strategies.