

# Intentional stakeholder outreach using Outcome Mapping

*Ecosystem Approaches to the Better Management of Zoonotic Emerging Infectious Diseases in the Southeast Asia Region (EcoZD) project*

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**IDRC**

**CRDI**

**Canada**

International Development Research Centre  
Centre de recherches pour le développement international

# Presentation Overview

- Outcome Mapping (OM) and its essence
- EcoZD project
- The process of outcomes
- A close look at outcomes and their links with capacity building
- Conclusion



# What is Outcome Mapping?

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A participatory planning, monitoring, and evaluation tool which emphasises :

- **Outcomes** = Changes in attitude, knowledge, practices, behaviour of target stakeholders.
  - Changes in personal and organisational levels
  - Changes contribute to impact
- **Outsides** = Target stakeholders or Boundary Partners (BPs)

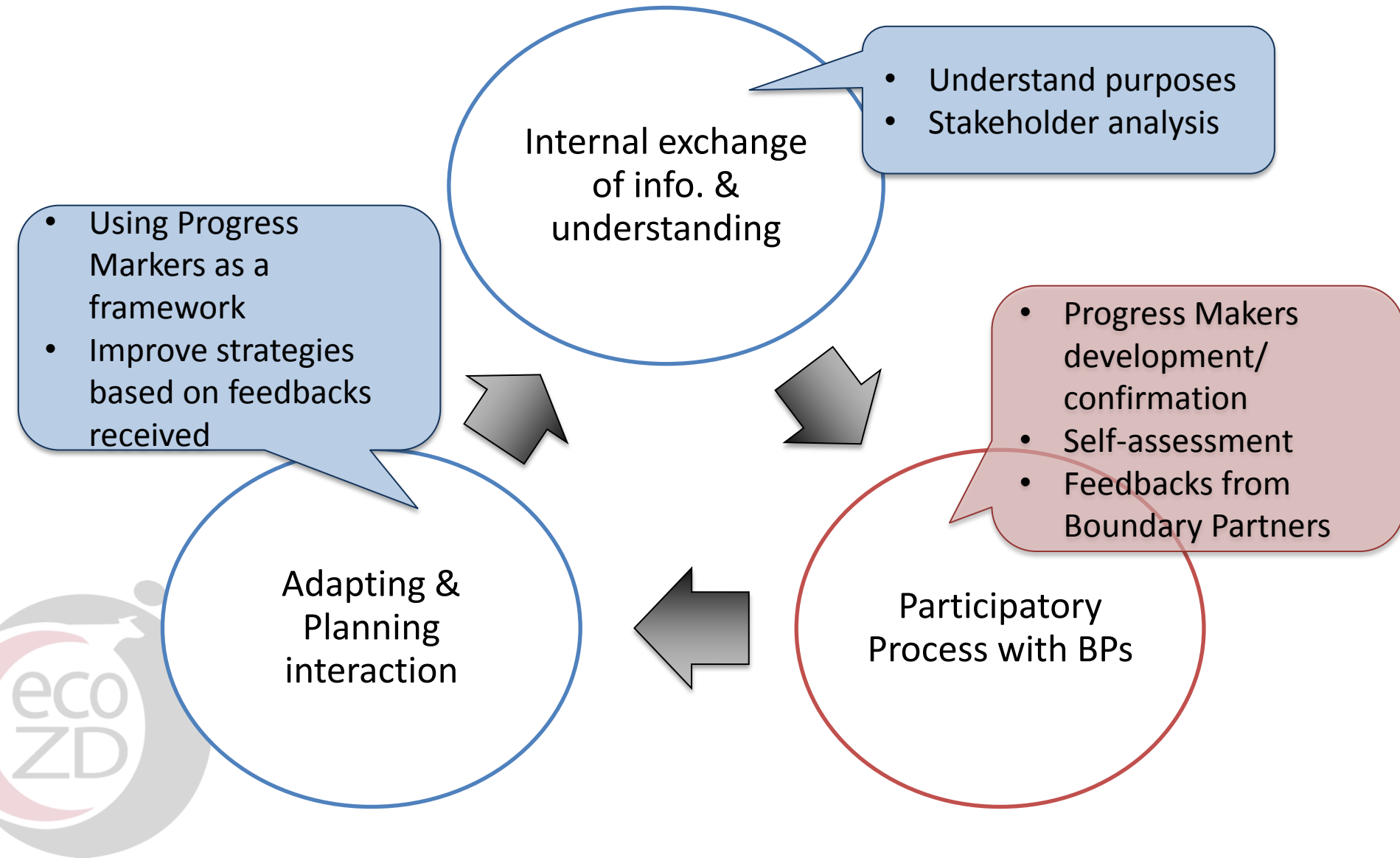


- An actor-centred participatory planning, M&E tool.
- Outcomes = changes in KAP & behaviour of targeted stakeholders
- Putting learning and people at the centre of development

Source: [www.outcomemapping.ca](http://www.outcomemapping.ca)



# Tools and tips





# Cambodia



*Is bloody diarrhoea related to animals & animal source food?*

## Partners:

- Centre for Livestock Development (CelAgrid, NGO)
- Department of Animal Health & Production
- Department of Communicable Disease Control

# China



*Is brucellosis emerging in Yunan?*

## Partners:

- Academy of Grassland & Animal Sciences
- Animal Science & Veterinary Institute
- Agriculture University
- Institute of Endemic Disease Control & Prevention

# Indonesia



*Is killing dogs the best way to stop rabies in Bali?*

## **Partners:**

- Centre for Veterinary & Analytical Studies (CIVAS)
- Disease Investigation Centre Denpasar
- Other experts

# Lao PDR



*Are pigs a health risk for smallholder pig farmers?*

## **Partners:**

- Department of Livestock Production, MAF
- Department of Hygiene & Prevention, MoH
- National Agriculture & Forestry Research Institute



# Thailand-Vietnam



*How can health and environmental risks of slaughtering poultry be reduced?*

## Partners:

- Chiang Mai University, Veterinary Faculty
- Department of Livestock Development
- National Institute of Veterinary Research, Hanoi
- Sub-department of Animal Health, Hanoi

# Vietnam



*Does agro-ecosystem drive leptospirosis?*

## Partners:

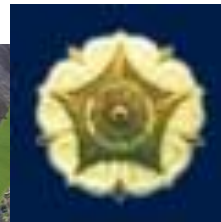
- Pasteur Institute
- Nong Lam University
- Department of Animal Health



# 'EcoHealth Resource Centres'

## Partners:

- Chiang Mai University, Thailand
- Gadjah Mada University, Yogyakarta, Indonesia

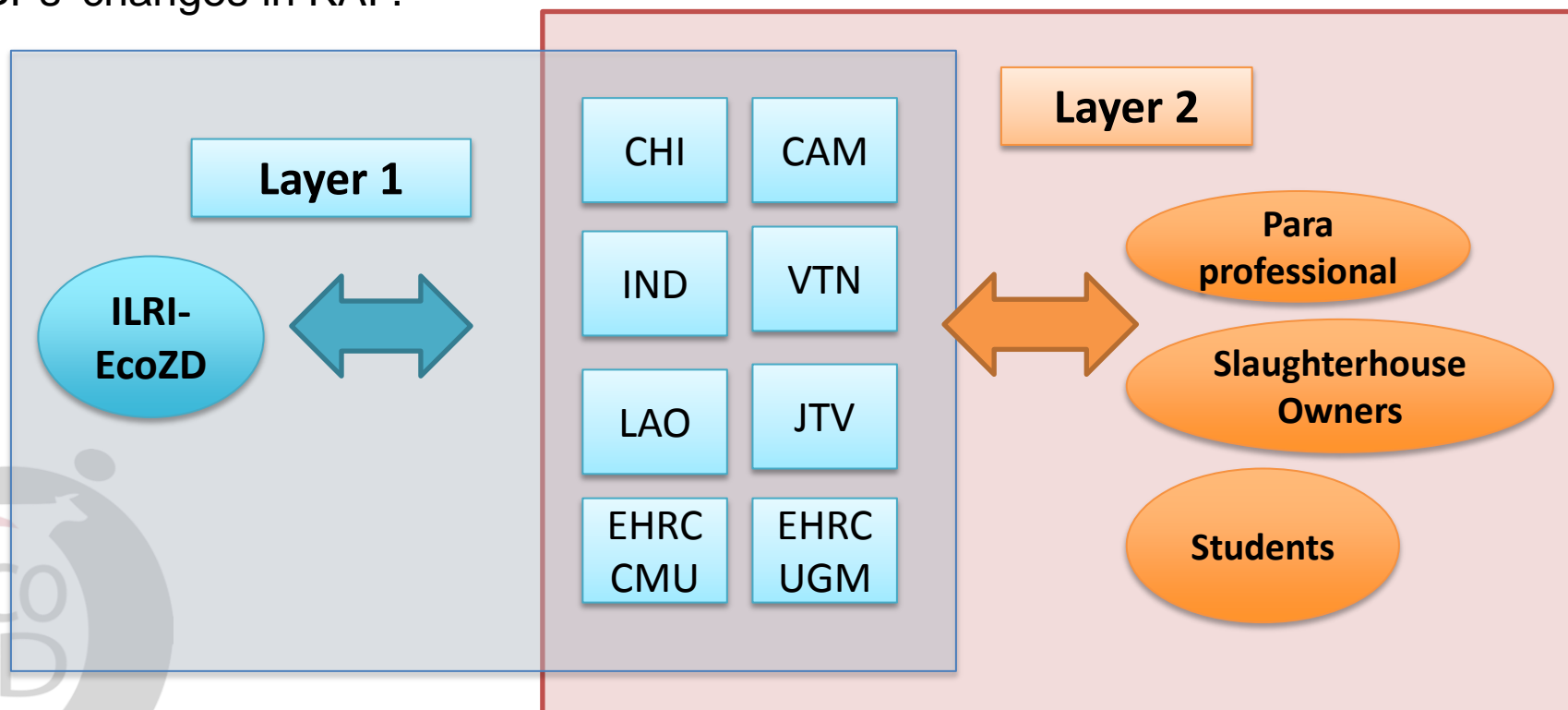


# A Journey of Outcomes

## A Two-layer assessment process

**Layer 1:** Relationship between EcoZD project & 8 teams to influence teams' changes in knowledge, attitude, and practices (KAP).

**Layer 2:** Relationship between teams & their Boundary Partners (BPs) to support BPs' changes in KAP.



# A Journey of Outcomes

## Layer 1 Progress Markers

Progress Markers (PMs) are a set of gradual development of Boundary Partners (BPs) towards expected outcomes. PMs are collaboratively developed between EcoZD project & BPs

PMs for all teams are under 3 key themes:

- Understanding and applying EcoHealth principles
- Communicating research findings
- Networking & policy engagement



# Outcomes & capacity building

## Layer 1 Outcomes

- Attitude & Knowledge Changes
  - Toward transdisciplinary
  - Systems Thinking, an essential for research
  - New perspective on definition of policy and its connection with do-able policy engagement.



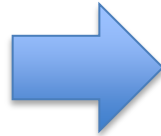


# Community animal health workers in Bali

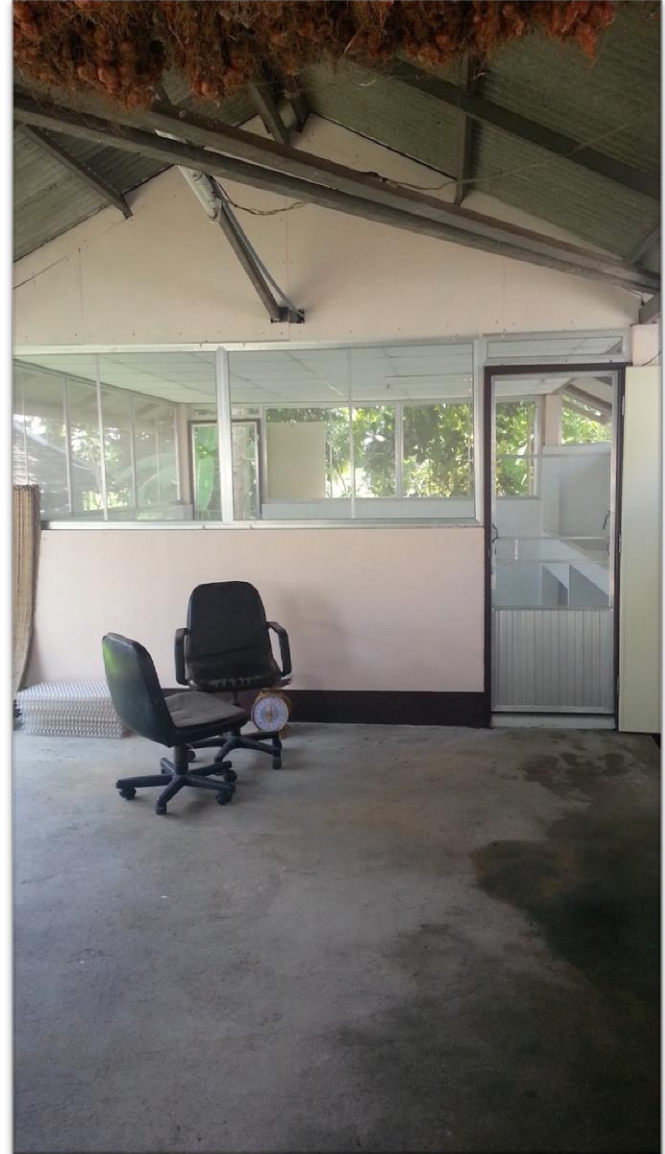


# Better practices in slaughterhouses

March 2012



August 2012





# Changing ways of research



# Conclusion: for research outputs to lead to impacts

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- The lack of evidence on how livestock research can be translated into development impact
- The importance of research “pre-requisite”s: research management, research methods
- The need for an intentional approach to research to use that considers policy and practice





# EcoZD Project

For more information, please visit:

[www.ilri.org](http://www.ilri.org)

<http://aghealth.wordpress.com>

