



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

Using a Theory of Change to support evaluation planning for a food safety intervention in Cambodia

Safe Food Fair Food Cambodia
Project Final Workshop, 21-22 June 2021

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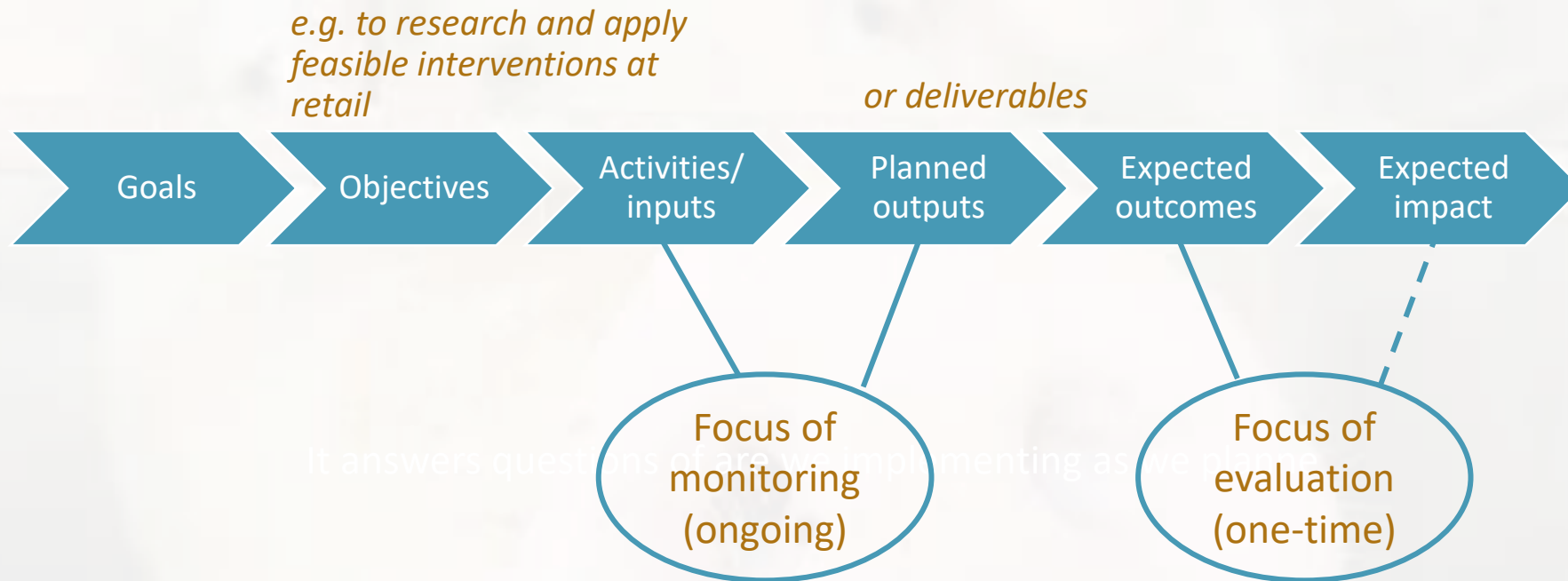


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M & E

Generic logic model which shows linkages between a program's objectives all the way to its impacts.



It answers questions of:
e.g. are we implementing as we planned

It answers questions: have we make things better
e.g. *to improve food safety in Cambodia*

Outputs versus outcomes

Outputs: achieved immediately after implementing an activity

➤ Retailers and other groups

- No. of trainees under SFFF e.g.
 - Retailers 233 (133 male and 90 female)
 - TOT retail 23 (17 male and 5 female)
- Training and communication materials (booklet, poster, video)
- Improved Knowledge of retailers

➤ Researchers, risk assessors etc.

- Number of trainees under SFFF e.g.
 - Risk assessment: 30 (21 male, 9 female)
 - In depth parasite diagnostics 2 (1 male & 1 female)



Outputs versus outcomes

Outcomes: more medium- to long-term changes

➤ Retailers

- demonstrating safer food safety outcomes (trial group)
- promoting new approaches to other retailers – scalability

➤ Researchers

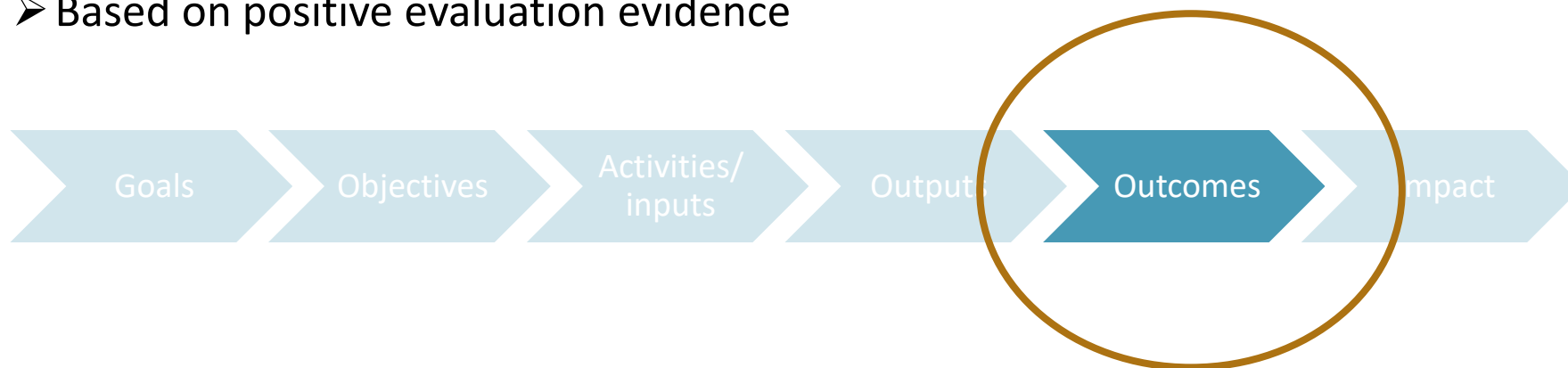
- Risk based approaches integrated into daily work, curricula or regulations
- PHD and MSc students
 - PhD (1) qualitative and/or quantitative risk assessments



M & E of outcomes

Why does *monitoring and evaluating outcomes* matter?

- To document project successes and why they happened
 - other groups may learn from our experience e.g., FSTFRA in Vietnam and versus versa
- To inform donors of project progress
 - Related to set up objectives and deliverables
- To help secure future funding
 - Based on positive evaluation evidence



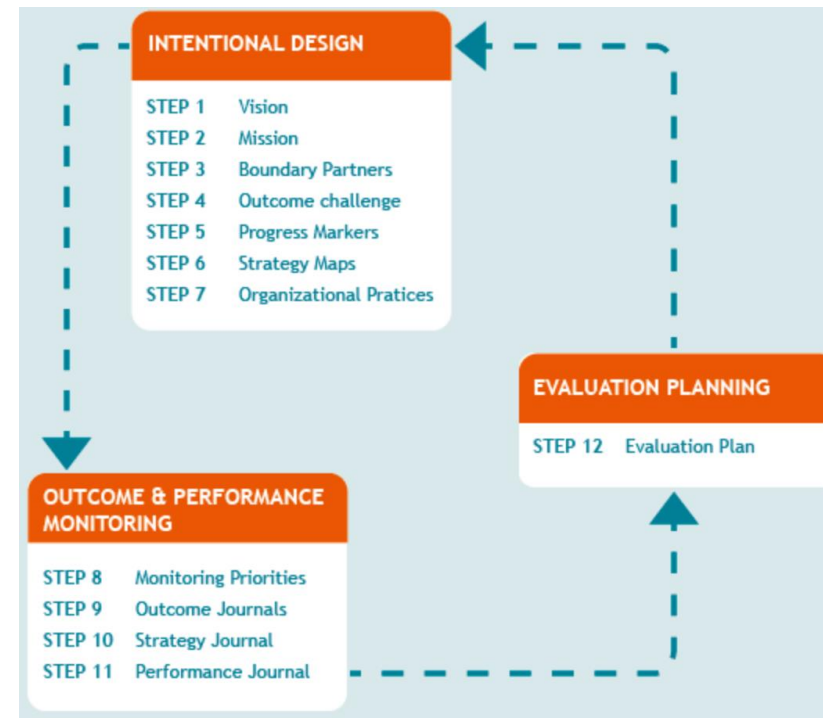
What are ways to monitor outcomes? 1/2

Outcome Harvesting (Wilson-Grau 2012)

- **Works backward**, starting with the outcome, to determine how the program contributed to the observed change

Outcome Mapping (IDRC 2001)

- An approach for **planning, monitoring, and evaluating** development programming/projects (begins right at the start of project)



SFFF – vision, mission & boundary partners

Vision (large scale change we like to achieve)

Consumers health has been improved in the future through reduced **risks of FBD from Animal Sourced Food (ASF)** in Cambodia

Mission (aligned to objective & to support vision)

By **building capacity** of national partners and generating evidence on the risk of FBD in Cambodia, we will **pilot** and deliver **appropriate interventions** to improve hygienic standards among pork and poultry retailers, most of them are female, and thus **improve food safety**.
Provided evidence on risk and mitigation of FBD will be used to **inform policy makers** for further action.

Boundary partners: (groups we want to influence)

Researchers/risk assessors, retailers & policy makers

Relationship between OM and TOC

OM aims to outline expected outcomes and strategies to achieve them & **will help us develop / validate a Theory of Change.**

A **Theory of Change** is a **visual representation linking outcomes to activities** and helps explain **HOW** and **WHY** a change is expected to come about.

Simply said, it helps to **illustrate the outcome pathway of SFFF** and improves the likelihood of program success.

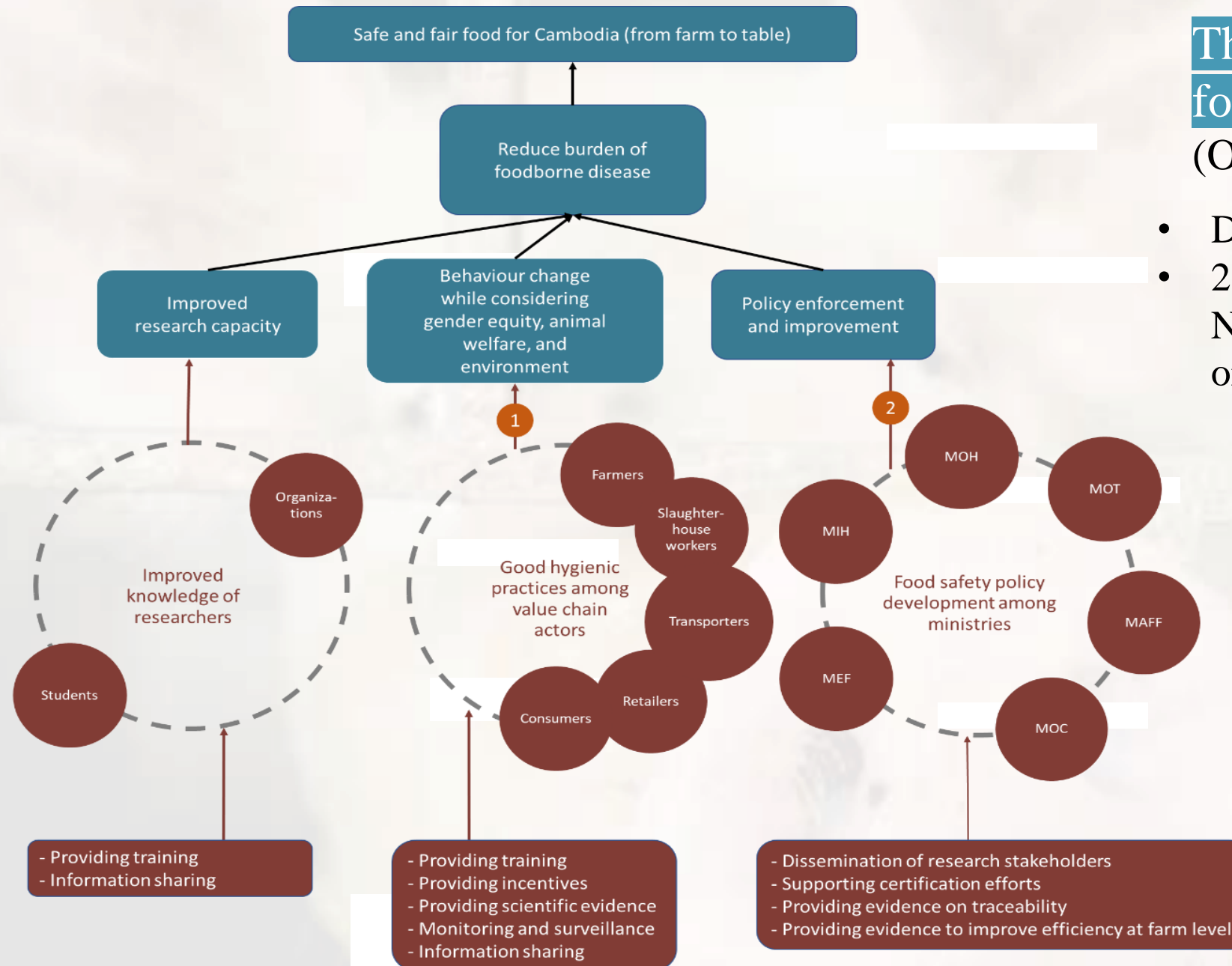
Theory of Change for safer food in Cambodia.

(Oct 2019)

- Developed in a TOC workshop
- 23 participants from Government, NGOs, Academia, international organizations

Systems change

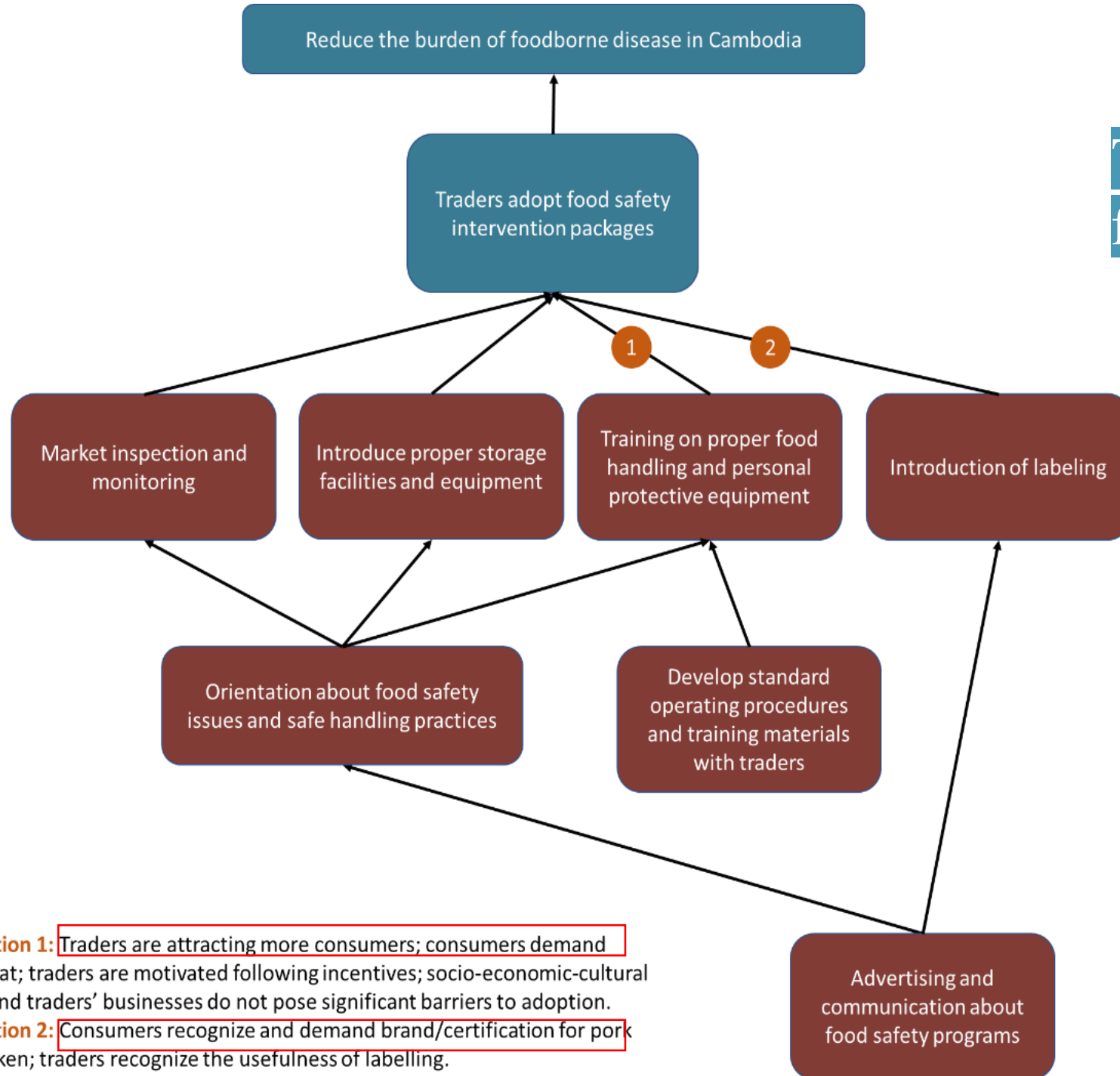
Intervention



Usually updated/modified during the project course.

Assumption 1: Commitment of value chain actors; street food and mobile meat shops are reachable; messages reaches consumers; human resources are adequate; consumers demand safer food; consumers can afford quality food; technology is available to determine food safety in a timely manner.

Assumption 2: Volunteers agree to take part in a pilot policy and provide feedback; evidence to support policy is adequate; budget is adequate.



Theory of Change for safer food in wet markets

Usually updated/modified during the project course.

Assumption 1: Traders are attracting more consumers; consumers demand safer meat; traders are motivated following incentives; socio-economic-cultural factors and traders' businesses do not pose significant barriers to adoption.

Assumption 2: Consumers recognize and demand brand/certification for pork and chicken; traders recognize the usefulness of labelling.

Next steps for evaluation

Qualitative study exploring post-project impacts

Approach:

- Qualitative interviews with SFFF team members
- Qualitative interviews with program participants (some, purposively selected)

Expected output: Information on project impact after closing e.g. after 6 months

Manuscript

Interviewer/lead: Steven Lam, M&E expert

Proposed timeline: Ethical clearance requested

Further details “to be confirmed”, expected to be done in 2021

Some key facts contributing to impact

Capacity building impacts:

22 short term training courses with nearly 400 trained actors (retailers, risk assessors/researchers...)

✓ Hygienic improvement, risk assessment, system modelling & gender

Long term training:

PhD (2), MSc & undergraduates

Food safety impacts:

12 markets and 180 retailers (trial group) across 6 province with **improved food safety outcome**

Policy impacts

Through the food safety /Risk Assessment Taskforce

Scientific impacts: Peer reviewed papers (3 published and 8 under review), thesis (8)



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