Monitoring and evaluation

Theory of change

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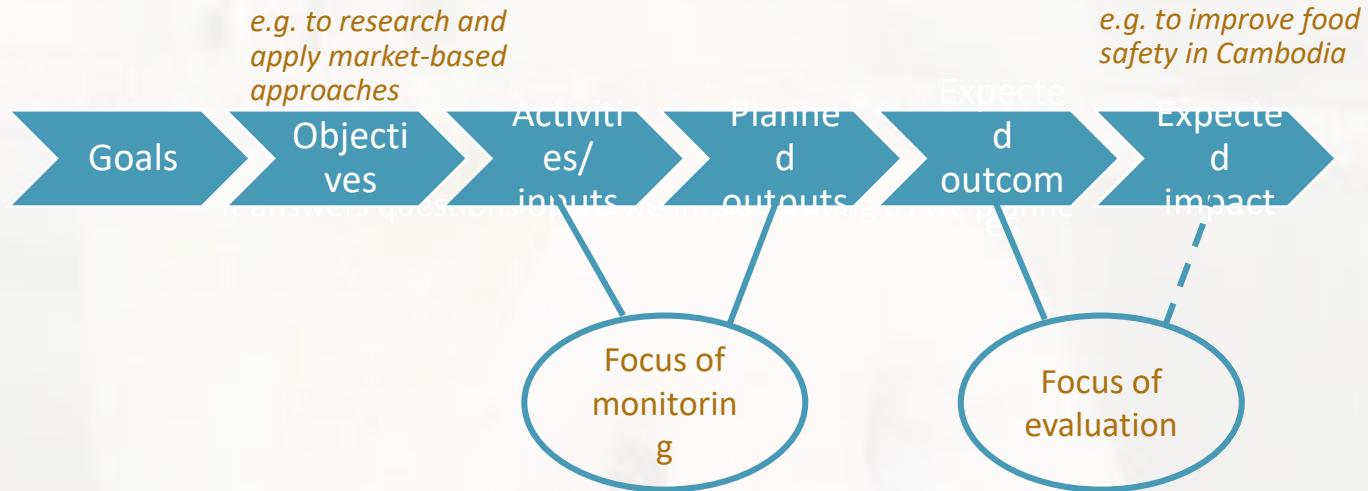SFFF Cambodia Taskforce and Stakeholder Meeting

Siem Reap, 24-25 October 2019

Outline

- What is monitoring and evaluation (M & E)

- Ways to monitor and evaluate

- Relationship between outcome mapping and theory of change

- Group exercise

M & E

e.g. to research and apply market-based approaches

e.g. to improve food safety in Cambodia

Goals → Objectives → Activities/inputs → Planned outputs → Expected outcome → Expected impact

Focus of monitoring

Focus of evaluation

It answers questions of: are we implementing as we planned

It answers questions: have we make things better

A note on outcomes and outputs

Outputs: achieved immediately after implementing activity

- # of reports published
- # of retailers trained
- ↑ knowledge of safe food handling practices

Outcomes: more medium- to long-term changes

- # retailers demonstrating safe food handling
- # retailers promoting new approaches to other retailers
- # retailers reporting improved income

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

- To inform donors of project progress
  - ➤ Related to set up objectives and deliverables

- To help secure future funding
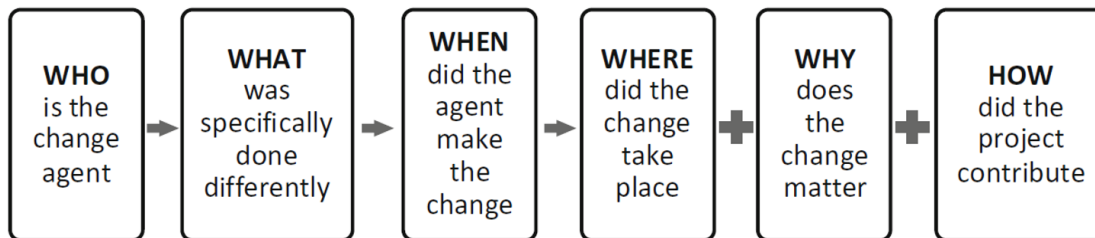 - ➤ Based on positive evaluation evidence

SFFF is complex and raises the question: will traditional M&E work?

Goals ▶ Objectives ▶ Activities/ inputs ▶ Outputs ▶ **Outcomes** ▶ Impact

What are ways to monitor outcomes? 1/2

Outcome Harvesting (Wilson-Grau 2012)

- An approach for evaluating development programming/projects

- Helps to identify a program's actors and their outcomes

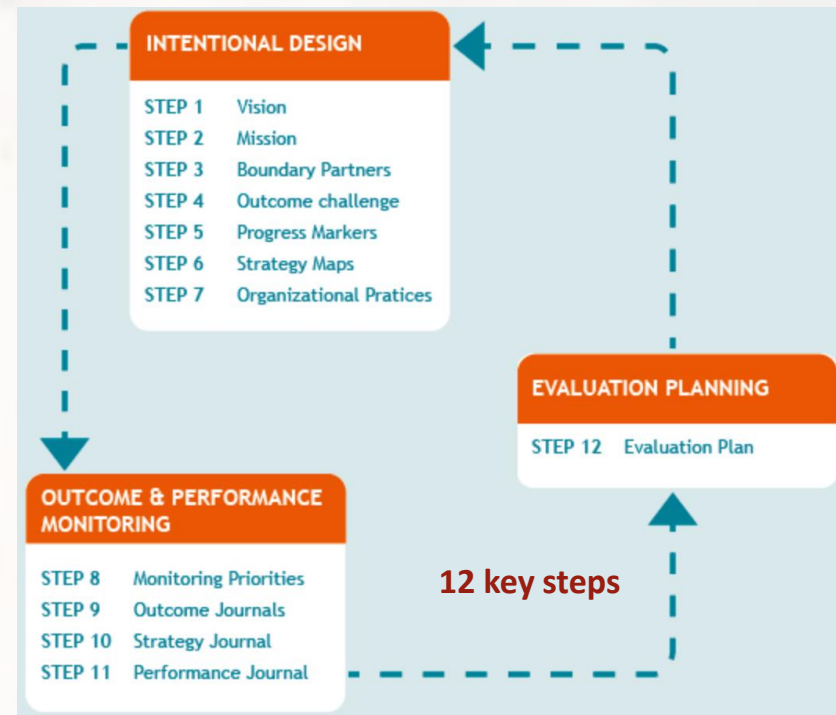- **Works backward**, starting with the outcome, to determine how the program contributed to the observed change

WHO is the change agent	WHAT was specifically done differently	WHEN did the agent make the change	WHERE did the change take place	WHY does the change matter	HOW did the project contribute

6 key steps

Outcome Mapping (IDRC 2001)

- An approach for **planning, monitoring, and evaluating** development programming/**projects**

- As Outcome Harvesting, also helps to identify projects actors and their outcomes (**but towards outcomes** not backwards)

INTENTIONAL DESIGN

STEP 1	Vision
STEP 2	Mission
STEP 3	Boundary Partners
STEP 4	Outcome challenge
STEP 5	Progress Markers
STEP 6	Strategy Maps
STEP 7	Organizational Pratices

EVALUATION PLANNING

| STEP 12 | Evaluation Plan |

OUTCOME & PERFORMANCE MONITORING

STEP 8	Monitoring Priorities
STEP 9	Outcome Journals
STEP 10	Strategy Journal
STEP 11	Performance Journal

12 key steps

Outcome mapping: several stages
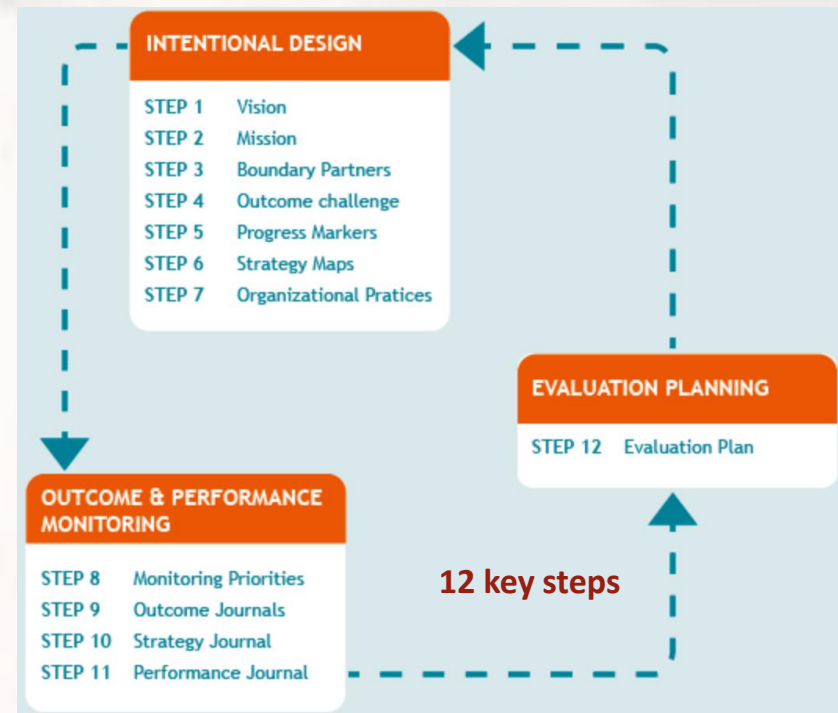
Stage 1: Intentional design
vision, mission, and partners we like to influence.

Stage 2: Outcome and performance monitoring
developing a framework to monitor
the progress of boundary partners towards the
achievement of outcomes.
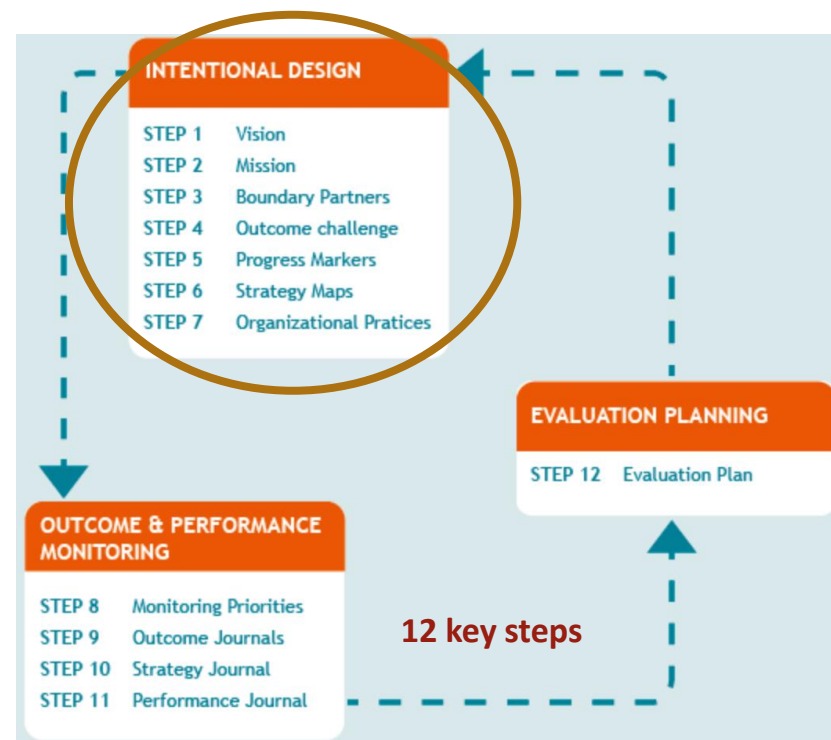
Stage 3: Evaluation planning
identifying evaluation priorities and developing
an evaluation plan.

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12 key steps

A focus on stage 1

Step 1: **Vision**
large-scale development changes that SFFF hopes to achieve

Step 2: **Mission**
aligned to objectives & to support vision

Step 3: **Boundary partners (BP)**
individual/groups/organisations of stakeholders the
project interacts directly to influence for change

Step 4: **Outcome challenges**
describes desired outcomes among each boundary partner

Step 5: **Progress markers**
Statement of BP gradual changes (steps of changes)
towards the achievements of outcome challenge

Step 6: **Strategy maps**
How will the project contribute to the achievement of   the
outcome challenge

Step 7: **Organizational practices**
how do you have to be operating in order to support
these changes in the boundary partners

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12 key steps

Relationship between OM and TOC

The **OM** process of outlining 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 a**nd **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.
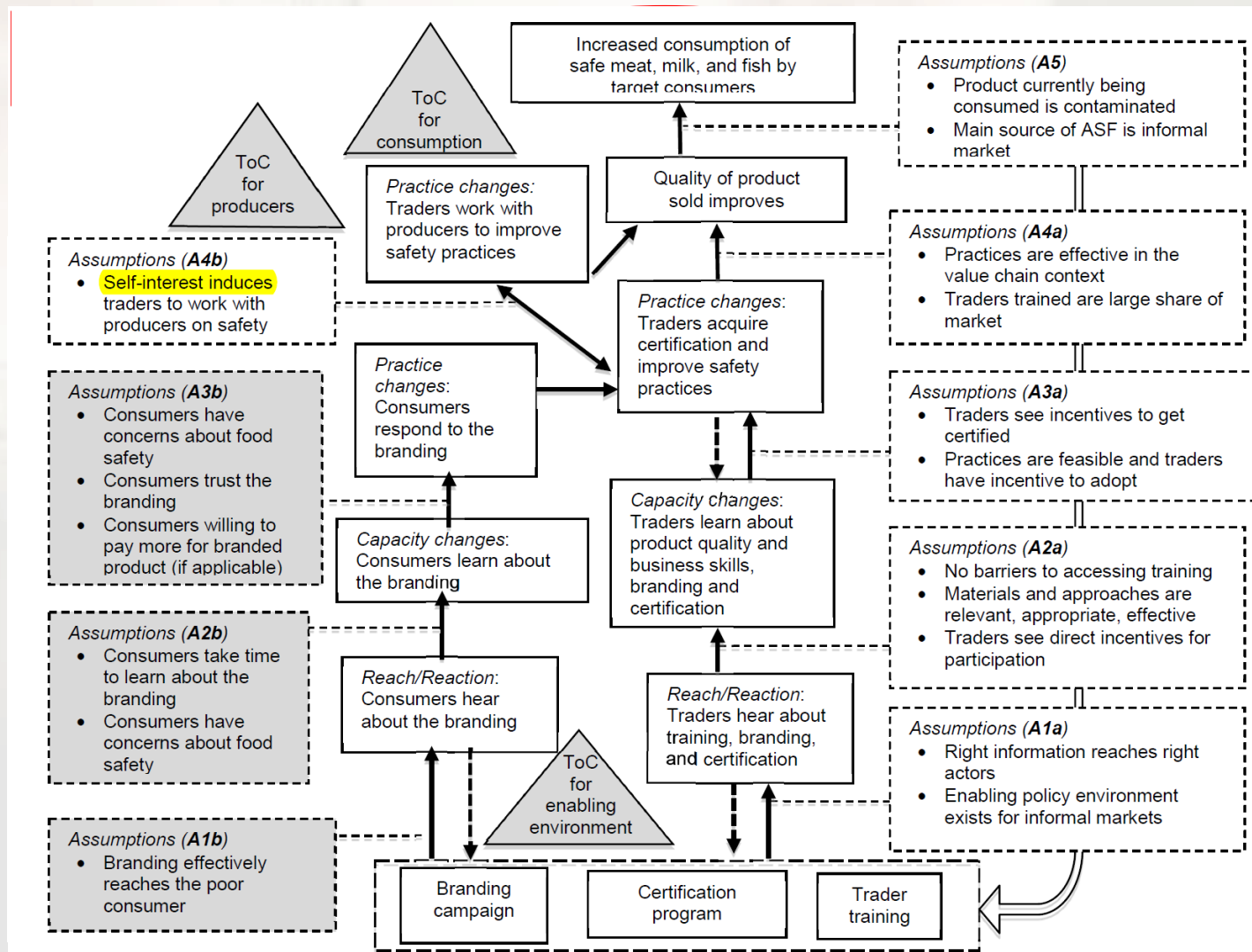
SFFF - project aim

Reducing the burden of **FBD** in informal, emerging formal, and niche markets and targeting small and medium scale producers, the project will have 5 objectives with associated activities, outputs and outcomes.

SFFF Cambodia – Vision
(large scale change we like to achieve)

G1: To **improve consumers health** by reducing the burden of foodborne disease from poultry and pork products in Cambodia.

G2: To **improve community health** through reducing the burden of FBD

G3: The **risks of FBD from ASF are reduced** in Cambodia in the future

SFFF Cambodia – Mission
(aligned to objective & to support vision)

- G1: By **building capacity** of national partners and generating evidence on the risk of FBD in Cambodia, we will **pilot measures** to improve hygienic standards among pork and poultry retailers, particularly female traders, and thus **improve food safety**.

- G2: To provide actionable **evidence on FBD** to policy makers and deliver **appropriate interventions** for retailers and consumers.

- G3: To **increase awareness** on food safety among stakeholders through effective sanitation, hygiene and preventive measurement.

Boundary partners

- NAHPRI
- CelAgrid
- RUA
- RUPP
- ICT
- CDC
- National Institute of Public Health
- Ministry of Health
- MAFF

- WHO
- FAO
- IPC
- Retailers
- Consumer
- Abattoirs
- Technical working group - Taskforce

Needs to be narrowed down/prioritised

Provisional framework
stakeholders engagement, and M&E process using outcome mapping
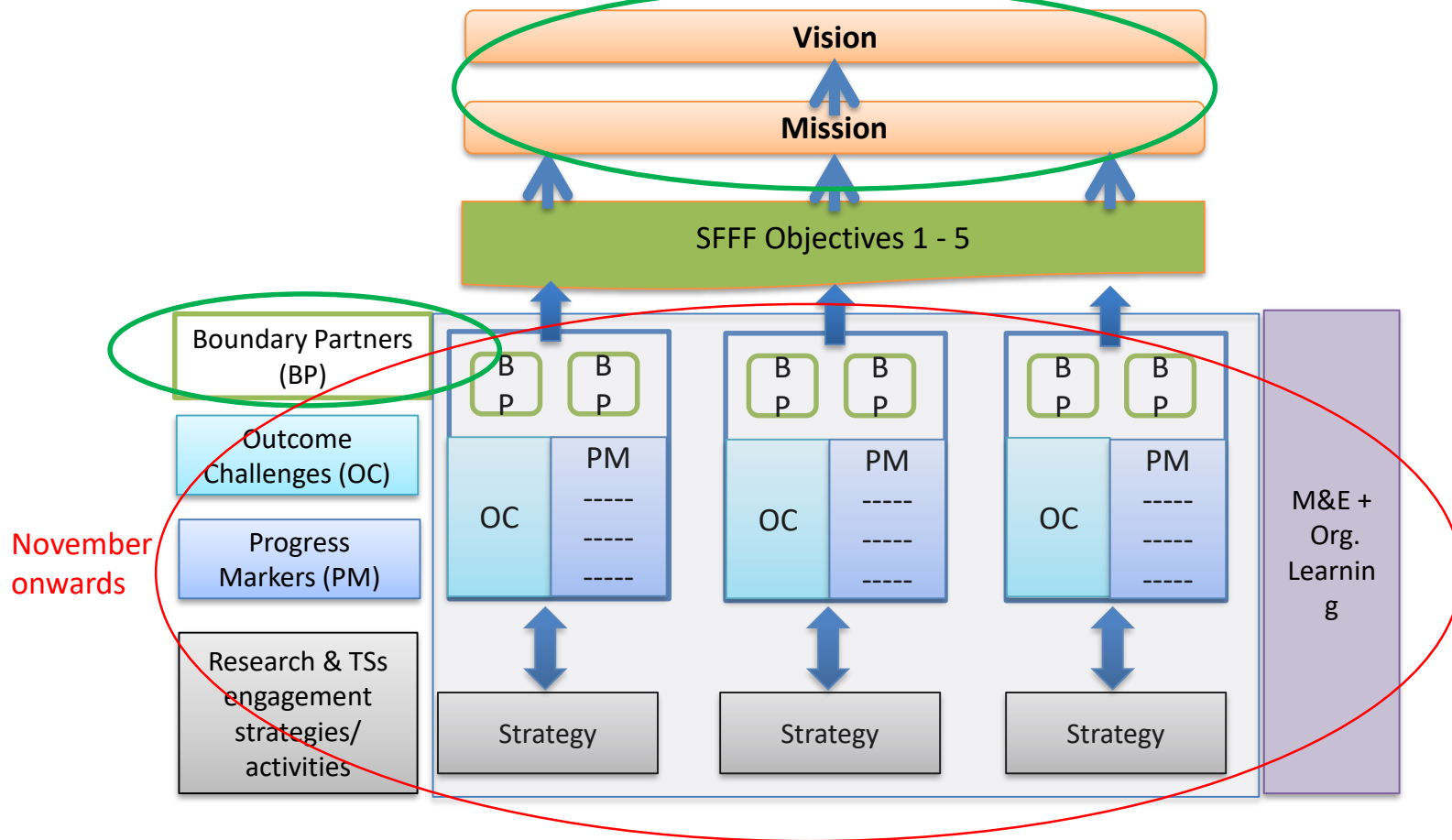
Some readings

Changes in researcher's capacity for assessing food safety risks and value chains: Insights from PigRisk team

Steven Lam, Fred Unger, Max Barot, Hung Nguyen-Viet

Pork is the most widely consumed meat in Vietnam, making up 56% of total meat intake (OECD 2015). While pork production can support food security and improve livelihoods of many smallholder farmers, pork production can also have substantial health consequences. This issue has led to policies that favour industrialization and hinder smallholder access to markets. Yet, recent research suggest that smallholder value chains can be not only efficient, but safe (ILRI 2012). There is a need for better understanding of disease risks and food safety in smallholder pig value chains.

has achieved several outputs to date, including maps of value chain actors; assessments of production constraints of pig producers; estimates of health risks along the pork value chain; costs of economic burden of pork-borne diseases; students trained; and publications and presentations. Currently, the team is developing and implementing interventions to positively influence behaviours of value chain actors and improve food safety.

PigRisk was designed to build capacity in assessing

Research Full Report [OPEN]

Evaluation of an Ecohealth Approach to Public Health Intervention in Ha Nam, Vietnam

Giang Pham, MSc; Steven Lam, MPH; Tung Dinh-Xuan, PhD; Hung Nguyen-Viet, PhD

ABSTRACT
Context: Ecohealth is a transdisciplinary research approach that considers socio-economic, cultural, and environmental factors. Ecohealth program assessment is sometimes unable to capture the process of change, especially when the evidence is not well documented. As such, there is a need to better understand how ecohealth approaches are understood, integrated, and adapted in practice to support the sustainability of the approach.

Report on

Identify Boundary Partners and develop initial Outcome mapping frame

Project LPS/2010/047: Reducing disease risks and improving food safety in smallholder pig value chains in Vietnam

Prepared by HSPH & HUA team

First draft
June 2014