
Reproductive Health

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Challenges in impact evaluation

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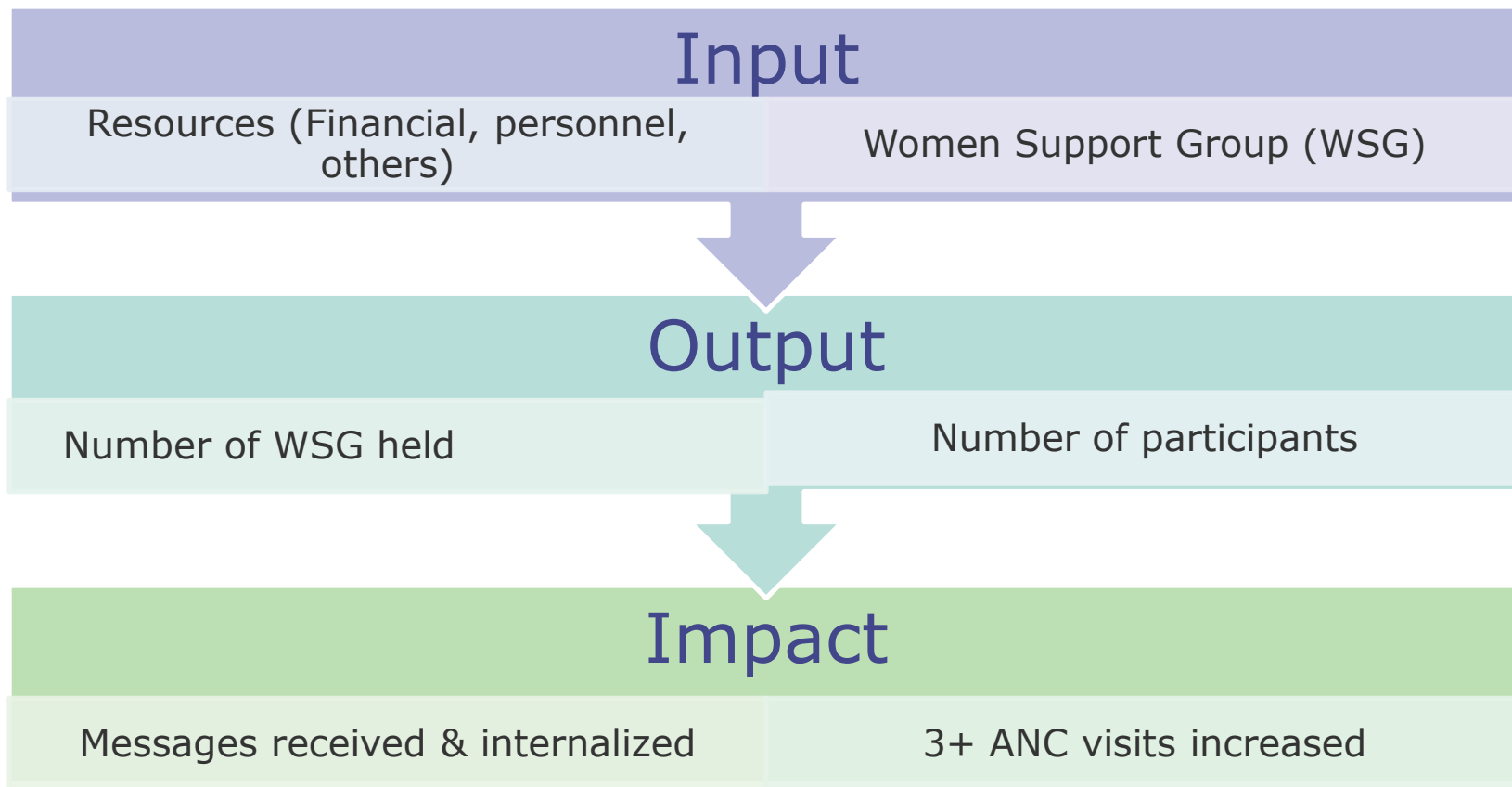
Challenges in Impact Evaluation

Anrudh K Jain Ph.D.
Distinguished Scholar

Presented at Consultation on Social and Behavioral Change Interventions for Enhancing Child Survival in South Asia organized by UNICEF, USAID, and Population Council in New Delhi, India.
January 29, 2013



Anticipated BCC Process



Issues

- Was the intervention *implemented*?
 - WSG
 - Any other
- What was its coverage?
- Did the behavior (e.g. 3+ ANC) *change*?
- Can change be *attributed* to WSG?
- Can change be *sustained*?
- Is WSG *cost-effective*?
- Will WSG *reduce* neo-natal mortality?

Type of designs

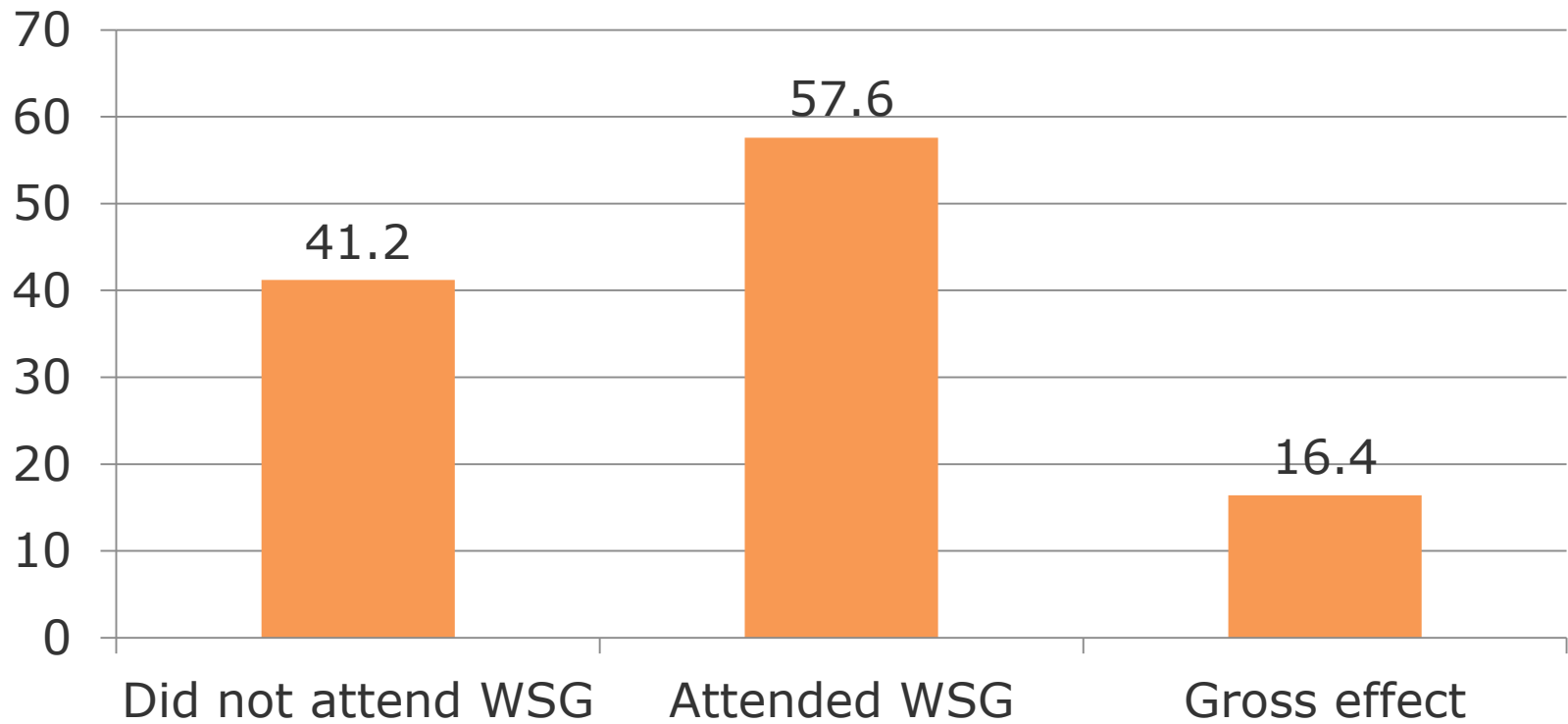
- Post-facto evaluations
- Pre- and post-observations
- Experimental and control areas with pre- and post- observations
- Geographic variations

Illustrations from PAIMAN evaluation conducted by the Population Council

Mahmood (2010)

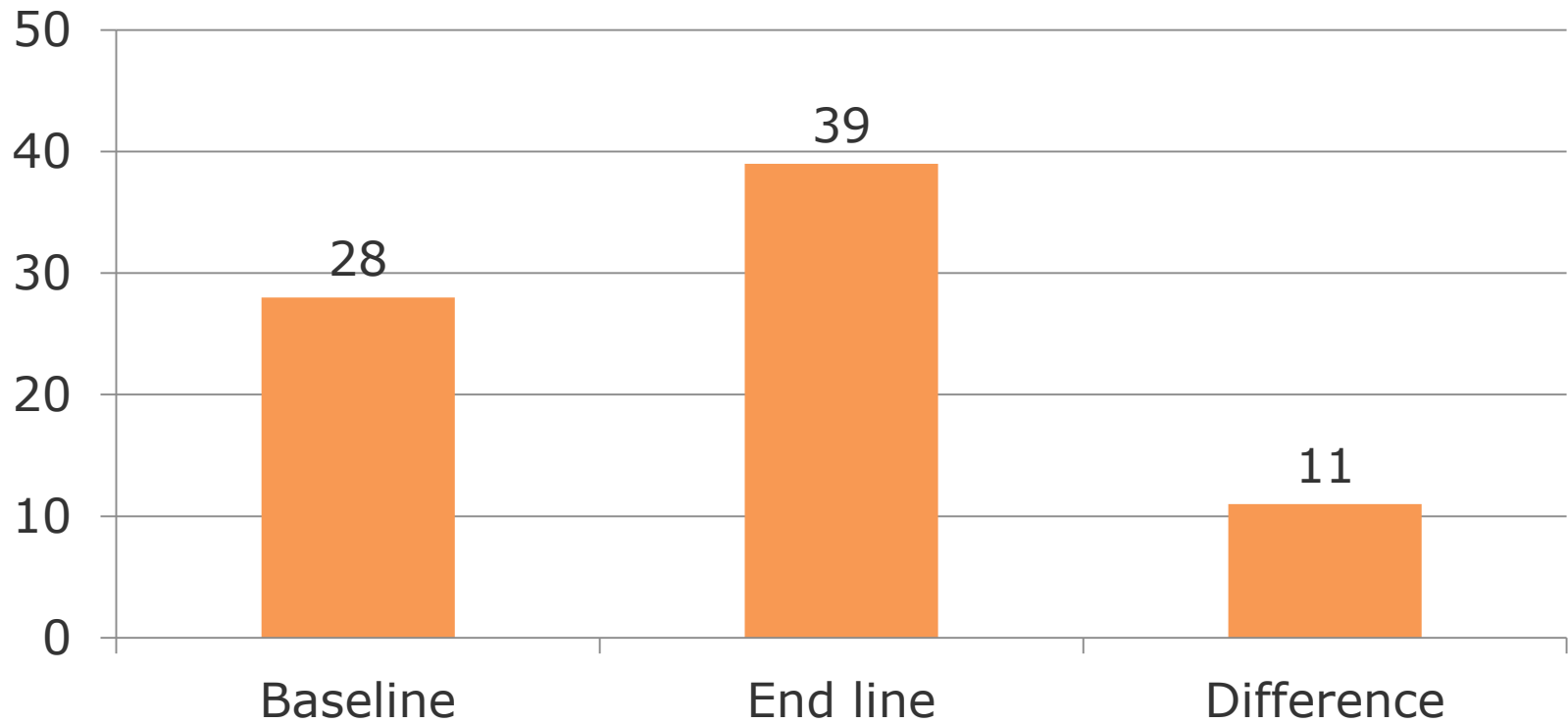
Post-facto evaluation

% with 3+ANC



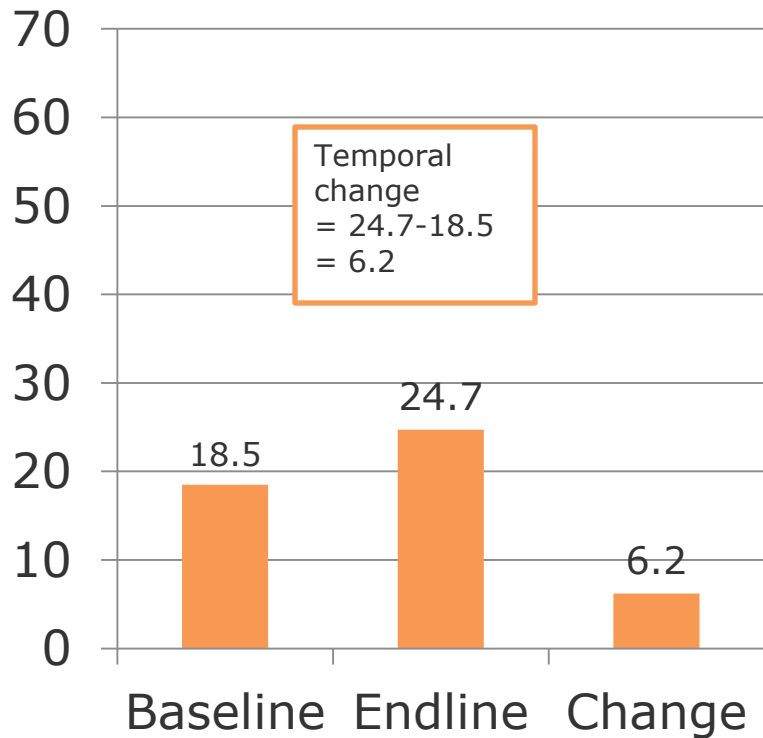
Pre- and post- design

3+ ANC

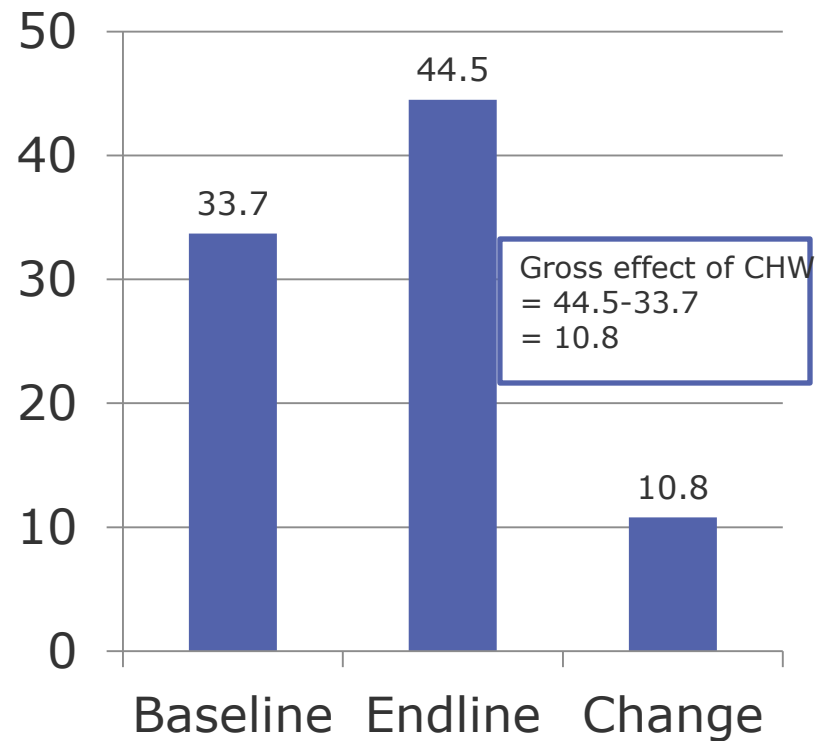


Percent women with 3+ ANC visits in rural areas

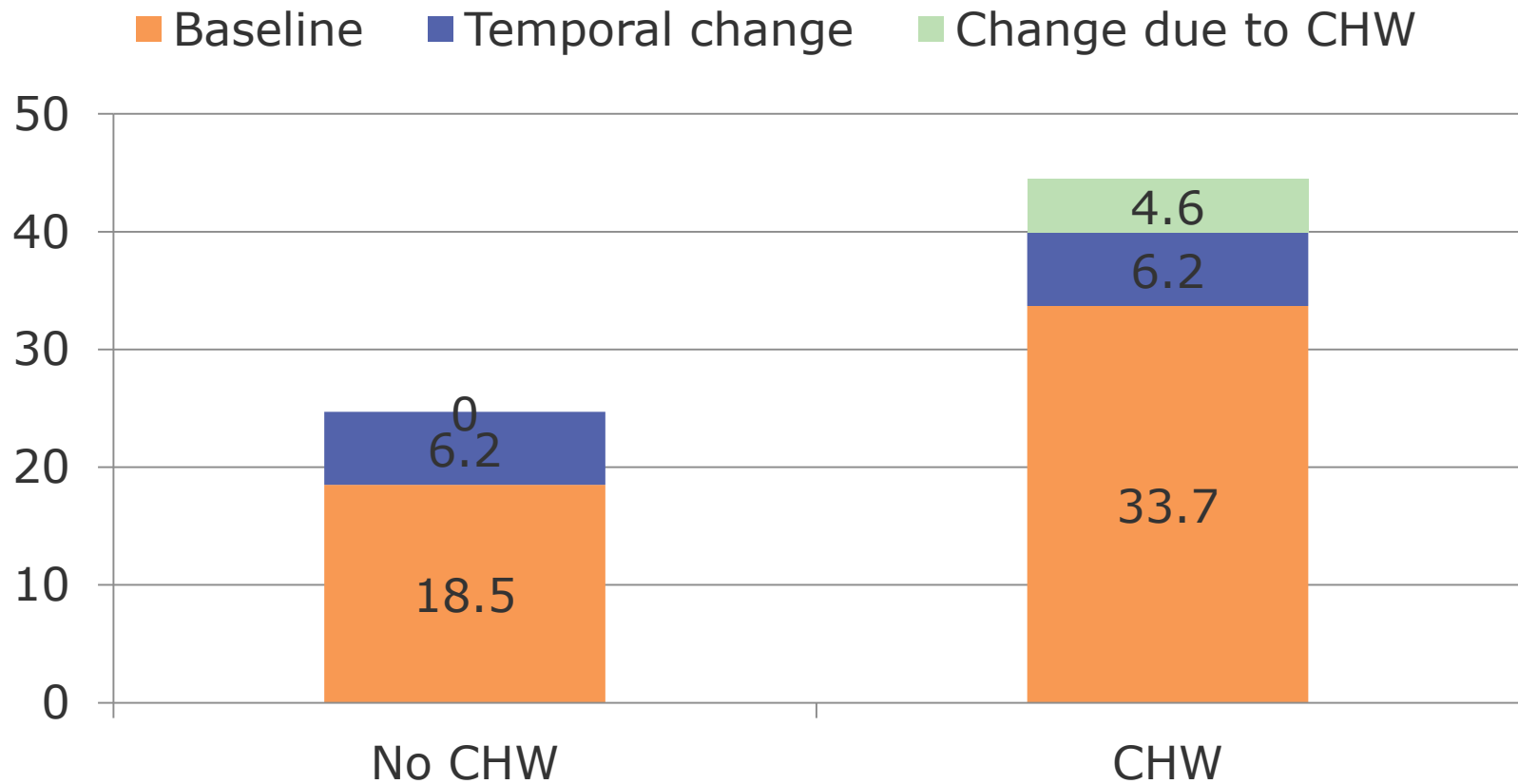
Non-CHW area



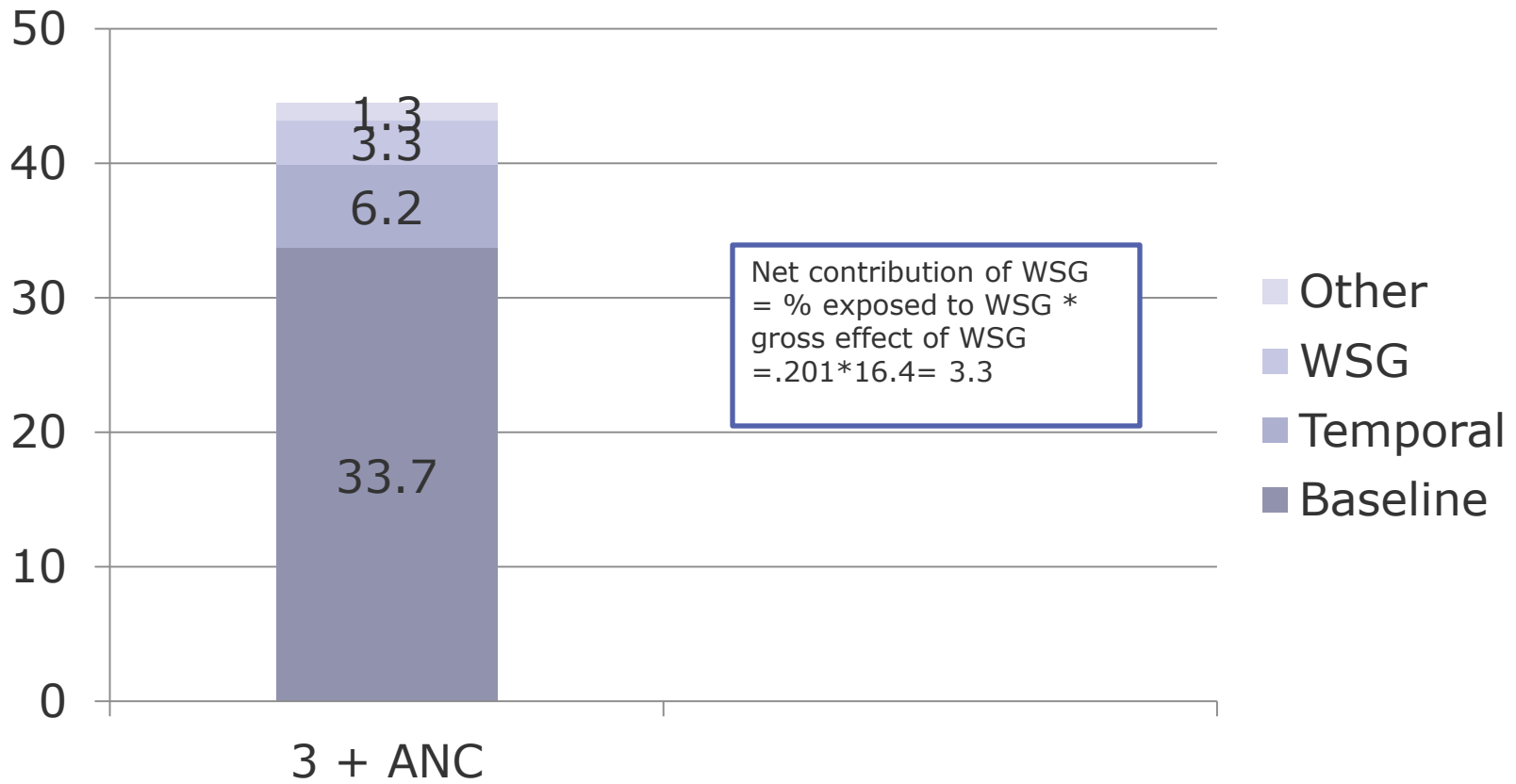
CHW area



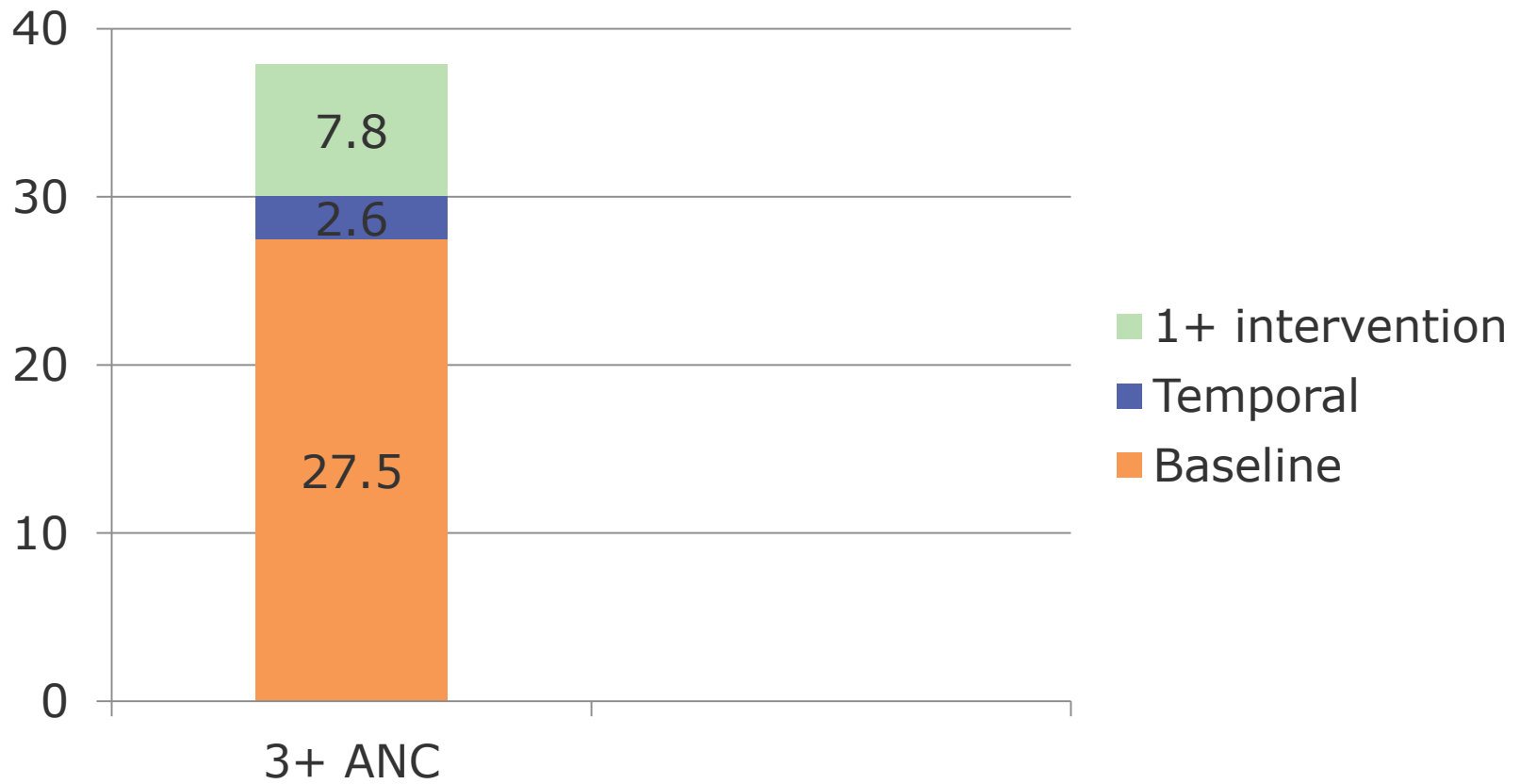
Pre- and post-design



Increase due to WSG in areas covered by CBW



Effect of exposure to at least one intervention



Remaining challenges

- Selectivity
 - Communities with and without CBW are not similar
 - Women who attended and not attended WSG are not similar
- Overlap between effects of different interventions
- Attribution of effect to each intervention

Experimental and control with pre- and post-observations

- Number of arms depends upon the number of questions to be addressed
 - Whom to contact—Husband, wife, or both?
 - How to contact—individually, in a group, media?

Slide with photo



Photo courtesy of the Population Council.

Will contacting husbands in addition to wives add to changed behavior?

Illustrative designs

- Taichung experiment in social change conducted in early 1960s had 3 by 3 design that showed that contacting husbands in addition to wives did not increase acceptance of IUDs

Links between interventions and outcome indicators

Interventions	Behavior	Mechanism	Outcome indicator	Issue
JSY, P4P, Vouchers, IPC	Institutional delivery; SBA	?	MMR	Does intervention affect quality & coverage?
IPC, WSG, Mid- and Mass media	ANC; Clean delivery; Early care; Early and exclusive BF; Kangaroo	?	NMR	Are interventions competing or complimentary

Concluding remarks

- No substitute for thinking of impact evaluation before programming
- Intervention must be strong enough to have an effect
- Direct effects on behavior are easier to measure than indirect effects on outcome indicators
- Effects are context specific