

PHE Evaluation Considerations – Old and New

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March 21, 2014

Key Conclusions: Evaluations of 1st Generation PE/PHE Field Projects

- Evaluation of Packard Foundation PE Initiative in 2005
- Evaluation of USAID PHE Portfolio in 2007
- 20 projects incorporating approx. 60 sites in Asia, Africa, and Latin America

Key Evaluation Objectives

- Did the PHE program achieve its objectives?
- Identify key factors that affect success/failure
- Recognize successful project models & best practices
- Identify where PHE is most appropriate
- Assess if there is value-added in a multi-sector approach



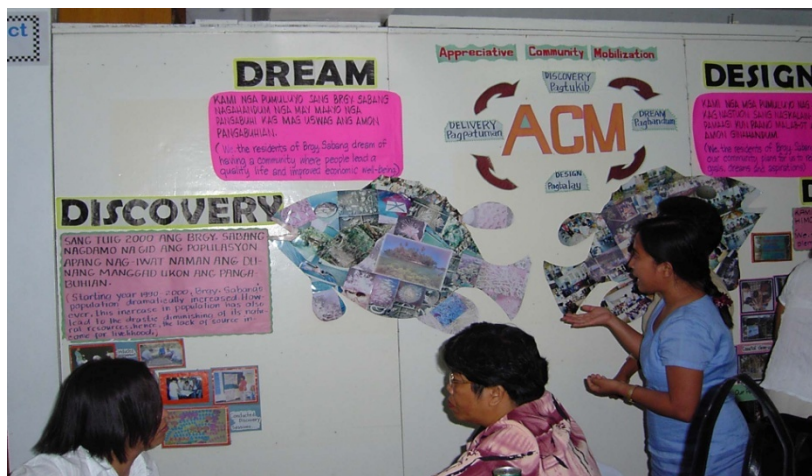
General Findings

- Most projects met their anticipated objectives
- Inexpensive community mobilization techniques can provide results within 1-2 years



Successful Program models

- Health & environment-based NGOs can adapt to implement PHE community initiatives
- A variety of community mobilization models have been successful

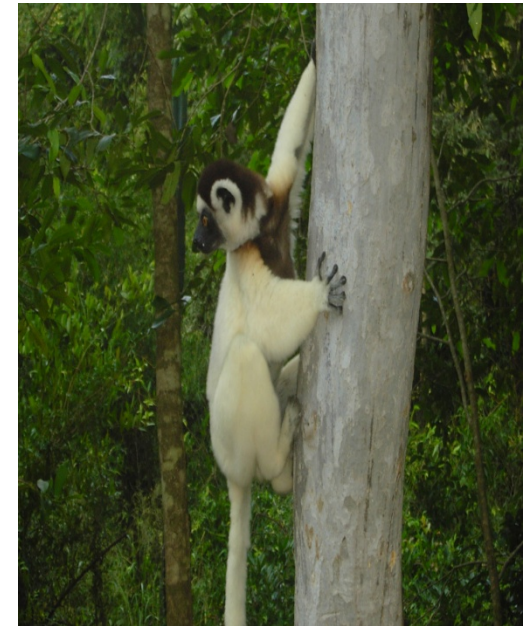


Value Added – Family Planning

- **Greater access to men**
- **Greater access to adolescent boys**
- **Positive changes in the community perception of women and in women's self-perception when they have access to money and credit**
- **Can benefit from child health or improved water as an entry point**

Value Added- Natural Resource/ Coastal Resource Management

- Greater female involvement
- Increased participation of adolescents of both sexes.
- Benefits from linkages to health/pop activities that are community priorities
- Inclusion of micro-credit component may bring greater impact



Value-added: Programmatic

- **Cost effective for NGOs with reduced operating expenses (transport, training, personnel)**
- **Time savings for villagers, expanded audiences**
- **Management efficient for local leadership**
- **But difficult for donors and central governments that prefer sectoral approaches**



Evaluation Options Today

- Impact Evaluations/Experimental Design (tried in Philippines and Madagascar)
- Performance Evaluations
- Program-Wide Evaluations (e.g 1st Generation)
- Theory of Change Evaluations (Comparing theories/hypotheses across contexts)
- Process Evaluations and Case Studies

What do Constituencies Want in Their Evaluations?

- Environment: Use of “Key Principles”: Threat-based approach, Adaptive Management, Sustainability, Scaling Up, Ecological Change.
- RH: Protect the Health of Women and of Children, Reducing Unintended Pregnancies and Abortion, Mitigate the Impact of Population Dynamics.
- Health: Reduce Child and Maternal Mortality, Halve the Burden of Malaria

Interesting Comments From PHE Community Members

- Should evaluate the “interactivity” that makes PHE special and “evaluate the invisible changes” – Lynne Gaffikin
- “Need to leverage the comparative advantages of each individual sector in a PHE project” – M&E Roundtable/Bremmer
- - Use “gender specific indicators”- Kame Westerman

THANK YOU – LET'S DISCUSS

