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HC3 Ethiopia 2014-2016

Key areas of capacity strengthening:

• Worked with Ethiopian Federal Ministry of Health to provide technical leadership in behavior change in Ethiopia

• Worked with behavior change professionals and institutions in Ethiopia to develop behavior change communication capacity
Challenges Evaluating CS

1. Unit of analysis
2. Data sources
3. Implementation changes over time and varies from initial plan
4. Change may not occur in a linear or single pathway

complex programs
What is a complex project?
Complexity-Aware Approaches

A group of approaches well suited to monitor and evaluate complex projects in which the relationship between cause and effect (i.e. theory of change) is incompletely understood or in which the implementation process changed from the original plan.
Outcome Harvesting

A participatory, qualitative, complexity-aware methodology used to identify project outcomes and link them to project outputs by describing contributions to each outcome.
Outcome

Change at the system, organizational, or individual level

Influenced (but not under complete control) by an intervention
Outcome Harvesting

- Participatory
- Qualitative
- Complexity-aware

Outputs → Outcomes → Verify
Capturing Change

THE PERSON

- people
- communities
- citizens
- customers
- consumers
- clients
- patients
- professionals
- politicians

UNDERSTANDING

THE BEHAVIOUR
(what people actually do)

- looking at what people do
- examining why they do it
- influences and influencers
- incentives and barriers
Sample Questions from Ethiopia Harvest

- In ways did social actors demonstrate important changes in their capacity for improved SBCC since the start of the project?
- To what extent did these HC3 country outcomes since the start of the project exceed or fall short of HC3 country project objectives?
In May 2016, the Ministry of Civil Service granted approval to FMoH to absorb and expand the 952 Hotline from 41 to 69 counselors.

In May 2016, FMoH incorporated the 952 Hotline into the draft national health communication strategy.
Interested in applying this method?

- **Acknowledge** areas of complexity
- **Determine** what evaluation methods are most appropriate for your activities
- **Plan** for multiple methods, if applicable
- **Establish** thorough processes for program documentation
- **Allocate** resources for this evaluation
Thank You!

Questions:
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