

# **Why impact evaluation is necessary for results measurement**

Howard White

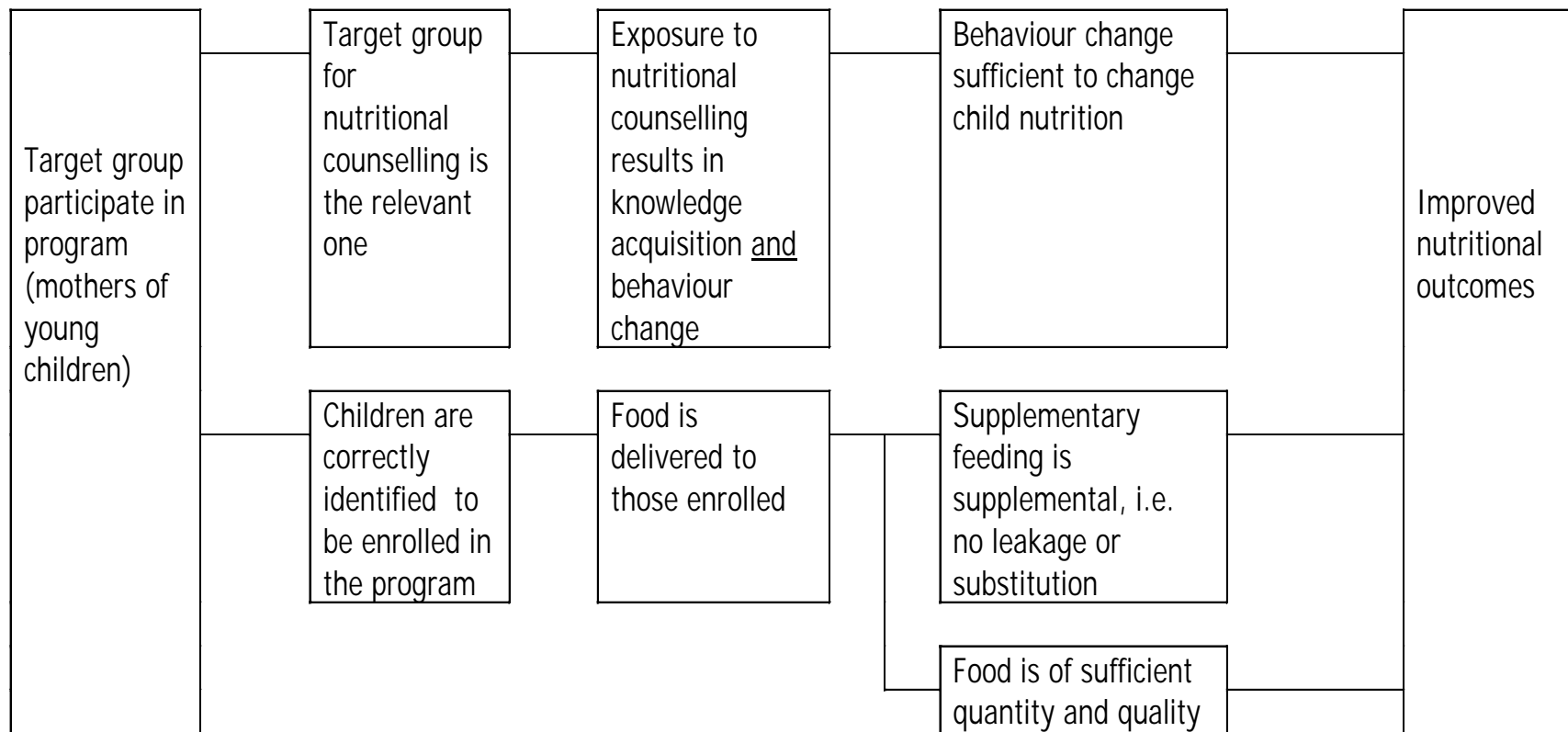
International Initiative for Impact Evaluation

Impact evaluation: an example



# The case of the Bangladesh Integrated Nutrition Project (BINP)

# Summary of theory of change



# The theory of change



Right target  
group for  
nutritional  
counselling

Target group  
participate in  
program  
(mothers of  
young  
children)

Target group  
for  
nutritional  
counselling is  
the relevant  
one

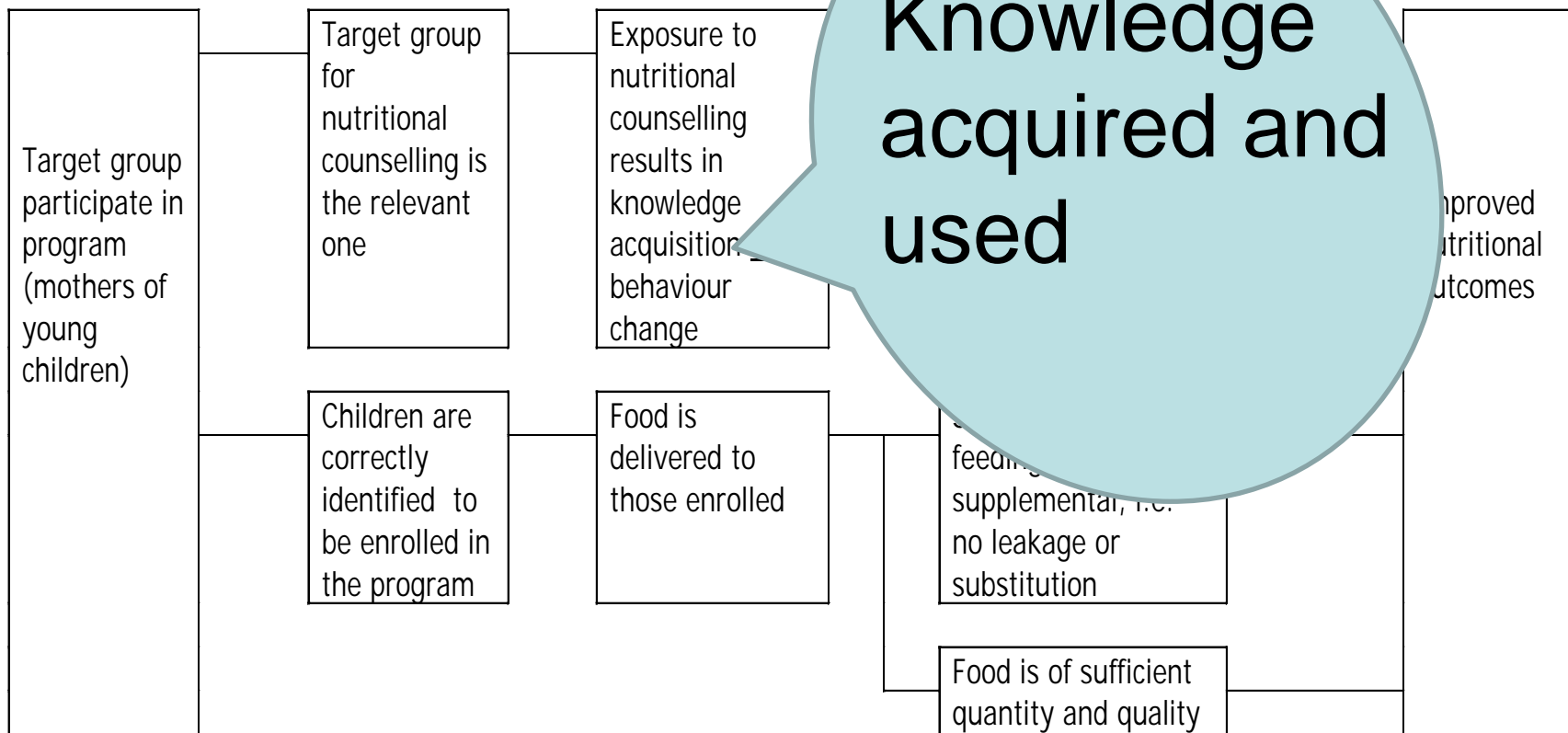
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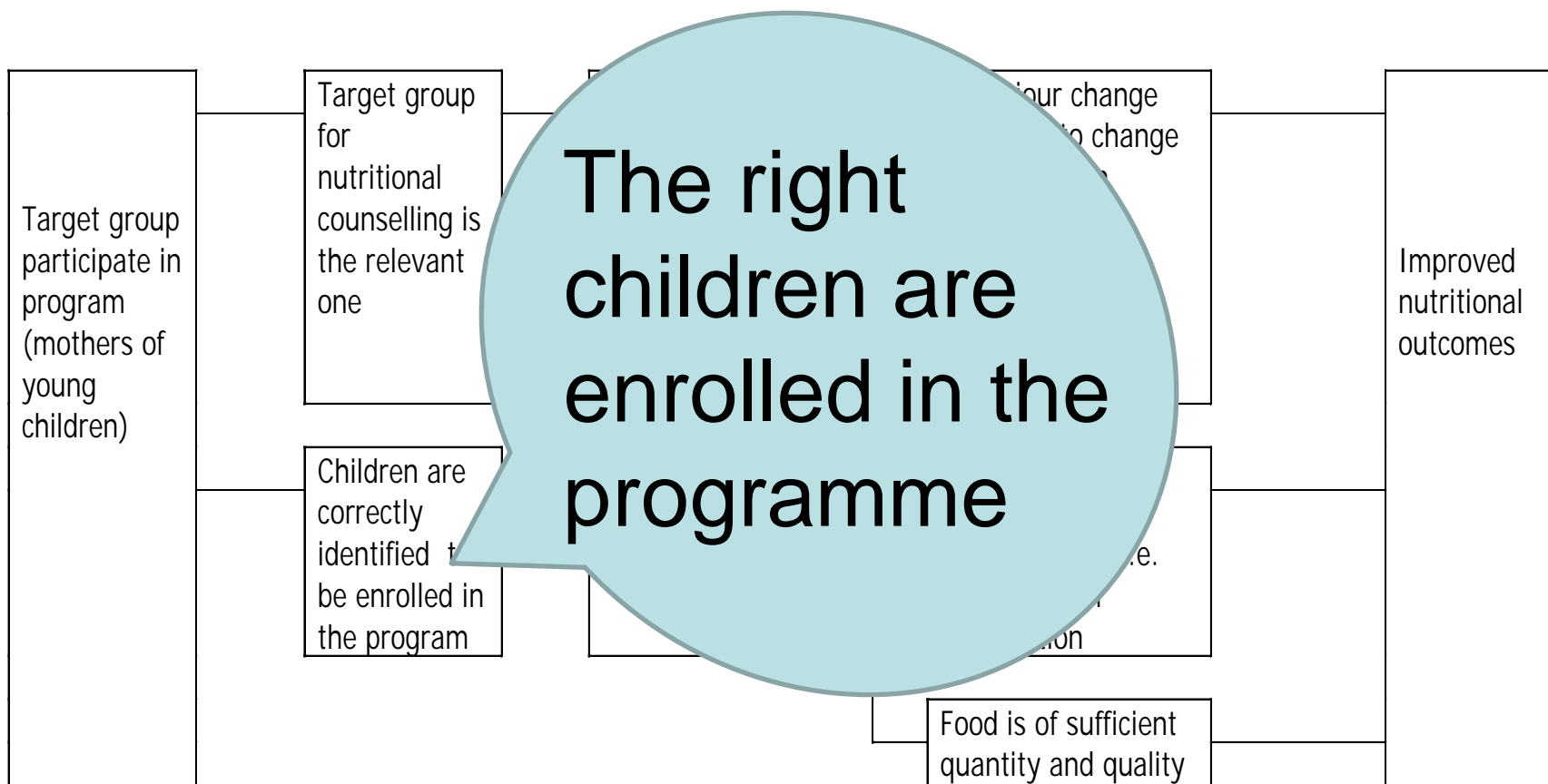
**PARTICIPATION  
RATES WERE UP  
TO 30% LOWER  
FOR WOMEN  
LIVING WITH THEIR  
MOTHER-IN-LAW**

Quantity and quality

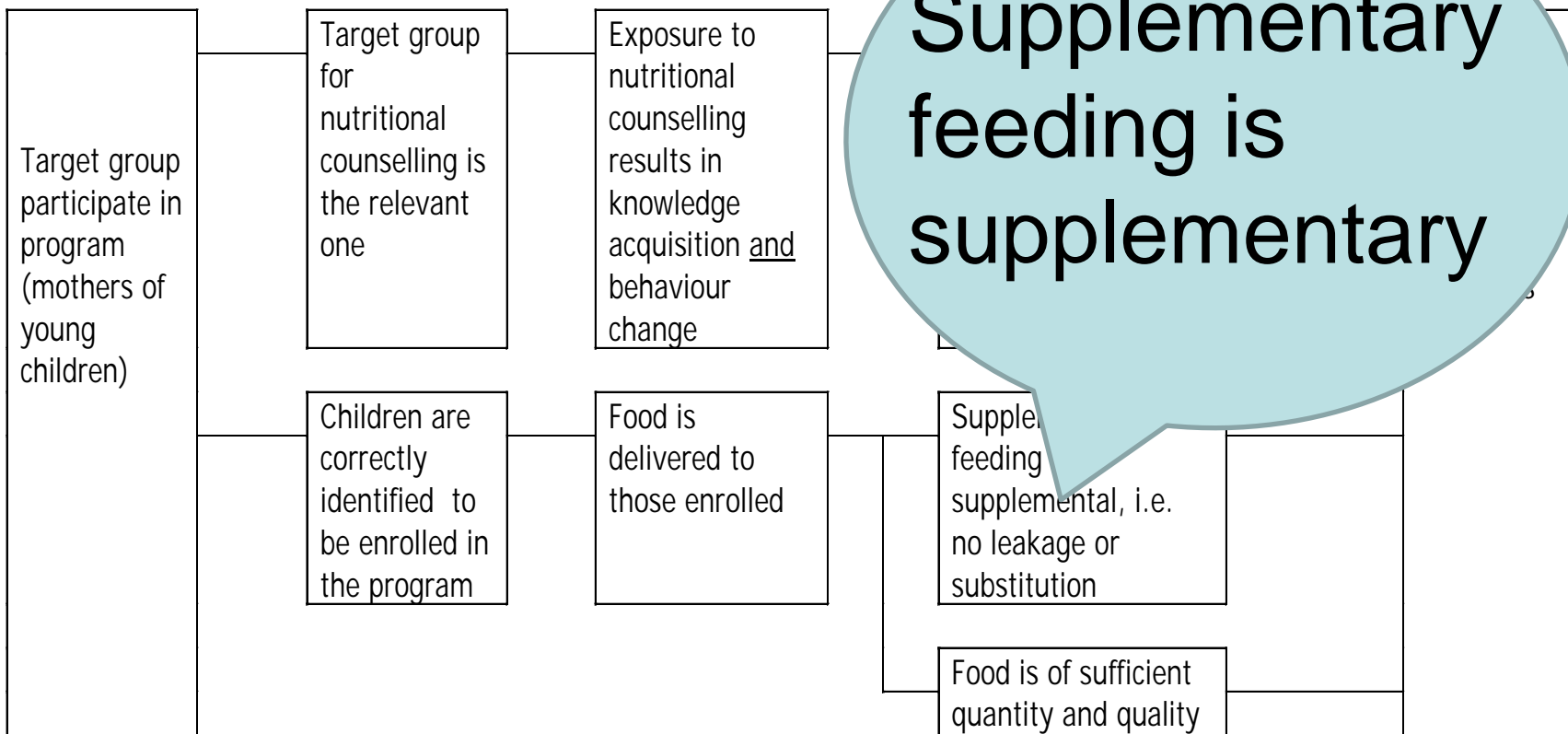
# The theory of change



# The theory of change



# The theory of change

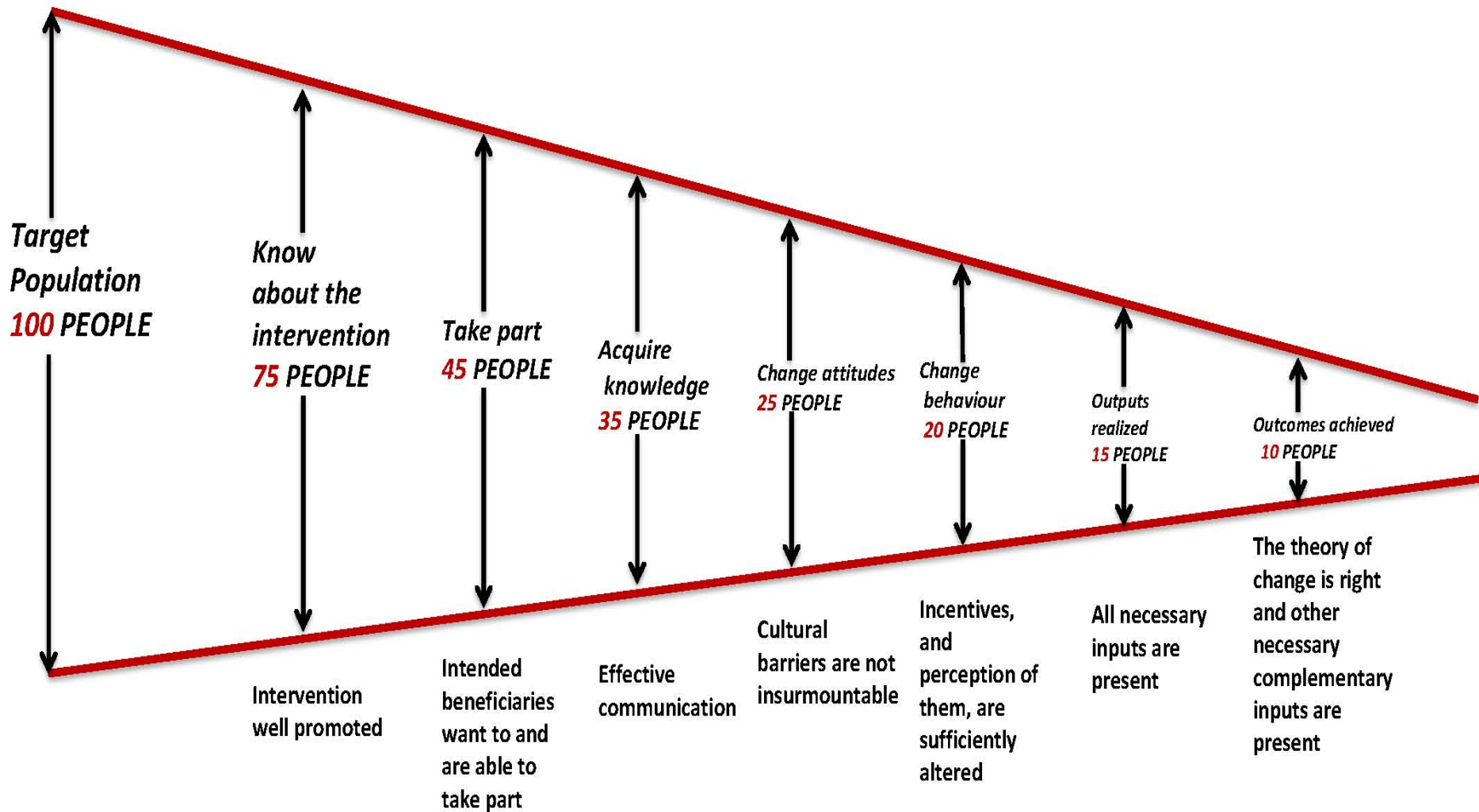


# Lesson 1



Outcome monitoring  
cannot tell us about  
results – what  
difference we made...  
Only impact evaluation  
can do that





## Funnel of Attrition

# Lesson 2



Monitoring at lower levels of the causal chain (below outcomes) can yield useful information regarding probable programme effectiveness

# Harmonizing E with M

- Common indicators, common methodology (e.g. Indian poverty debate)
- Validation ('ground truthing') of monitoring data (e.g. APRLP)
- M indicators along the causal chain that can be used for E (factual analysis)
- Recognize where M can't go (counterfactual). Outcome monitoring is not results reporting ....



## reporting: the triple A principles

- **Alignment:** indicators correspond to your high-level objectives
- **Attribution:** your E system allows you to make causal statements
- **Aggregation:** you can add up across programmes

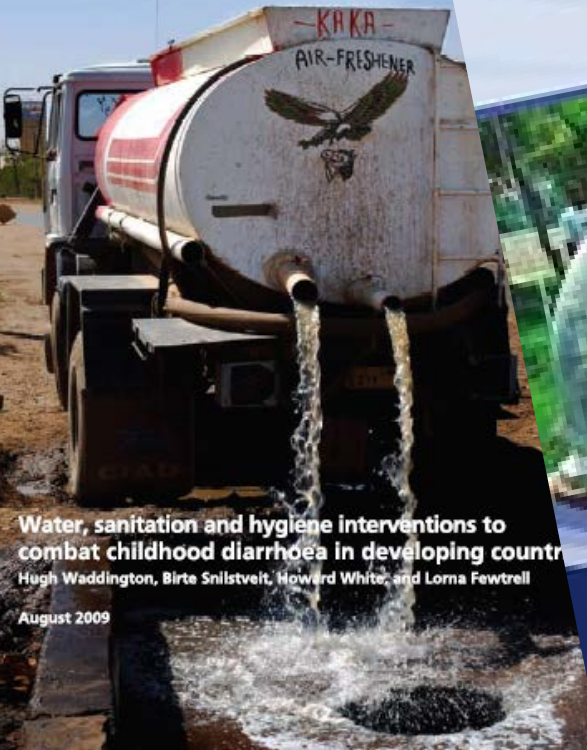


# Lesson 3

**Impact evaluation can and should be embedded in the overall M&E framework to be an essential part of results measurement**

# Please visit: [www.3ieimpact.org/](http://www.3ieimpact.org/)

International Initiative for Impact Evaluation  
Synthetic Review 001



Water, sanitation and hygiene interventions to combat childhood diarrhoea in developing countries  
Hugh Waddington, Birte Snilstveit, Howard White, and Lorna Fewtrell  
August 2009



**3ie seminar series: next event 24<sup>th</sup> October**