



International Initiative for Impact Evaluation (3ie)
Web <http://www.3ieimpact.org>

International Initiative for Impact Evaluation

Annex 1

POLICY INFLUENCE PLAN

The plan outlines the context for, and approach to, policy influence to be adopted for the study. The plan includes identification of three key policy makers who have the potential to influence policy on the basis of the evaluation findings. The plan outlines the nature of the planned interaction between the principal investigators and other project staff and these policy makers. The plan also includes a description for your broader communication plans to reach other stakeholders, such as media, professional associations, trade unions, religious groups and so on.

The policy-stakeholder engagement plan must be submitted for first tranche payment.

CONTEXT

What is the political/social/cultural/economic environment that could affect both the timing and design of your evaluation and the opportunities for the findings to influence policy?

Kenya is a democratic country, but it is susceptible to political unrest and this may affect both the timing and design of our policy influence plan. The upcoming election in 2012 may result in some civil unrest and any resulting change in ruling party may affect our ability to interact with policy implementers. If a shake-up occurs at the upper levels of ministries we will have to adapt and potentially build new relationships with respective department heads. In addition, the country is currently transitioning to a new constitution and this has shifted responsibilities across a number of ministries. This responsibility shift may, at least initially, create

GUIDELINES

What is the current use of evidence in policy making in the country in general, and in the sector of your study, and the concerned implementing agency, in particular. This section should consider political economy and other social or cultural factors which may affect the chance to influence policy.

Possible resources include:

OECD Political Economy Analysis, www.oecd.org/dac/governance/politiceconomy; *Governance and Social Development Resource Centre*, <http://www.gsdrc.org/go/topic->

some ambiguity regarding areas of policy ownership. However, we expect that the newly created counties, which will have greater financial resources and policy discretion under the new constitution, will be amenable to using dispensers, based on our team's past success influencing district-level policy.

The Kenyan Government has implemented policy based on the results of previous evaluations conducted by members of our team. Kenya rolled out its National school-based de-worming program which reached over 3.5 million children in 2009, partly in response to rigorous evidence that school-based deworming is a low cost way to increase school attendance and improve health.

Lastly, economic disruptions in Kenya are rare, but occasional strikes do occur and they may disrupt travel plans and our ability to meet with policy makers. In addition, the level of communication and information exchange between governmental ministries is at times poor or slow and this may also adversely impact our policy influence plan.

[guides/political-economy-analysis; ODI, http://www.odi.org.uk/programmes/politics-governance/work-political-economy-analysis.asp](http://www.odi.org.uk/programmes/politics-governance/work-political-economy-analysis.asp)

RISKS

Are there any expected risks associated with the dissemination and policy influence of your evaluation? (e.g. screening of findings and recommendations to suit political purposes, high political turnover, limited freedom of press etc..)

Context: The dispenser evaluation is currently not a program that has a high enough profile to warrant unwanted political attention or political manipulation. Because we have secured broad-based support for the dispenser intervention, and because the evaluation is focused on evaluating various operational models, the evaluation is unlikely to be contentious.

Risk: As evidenced by the 2008 election violence in Kenya, the risk of political instability before or following the 2012 presidential elections in Kenya could disrupt a dissemination or policy influence plan in the country.

Mitigation Strategy: IPA has developed relationships with four Ministries within

GUIDELINES

Describe, assess the level of risks and identify mitigation strategies

Kenya so that if the identity or priorities of key policy makers in one ministry shift, dissemination and policy influence efforts can be re-focused to other ministries. Despite the post-election unrest in 2008, the Kenyan government successfully rolled out a national de-worming program, with technical assistance from IPA and its partner Deworm the World, just a year after the post-election unrest in 2008, demonstrating our capacity to weather instability.

Risk: The recent transition to a new constitution highlights how the state of Kenyan governmental priorities is in a state of flux. There is some risk that policy influence and implementation plans may need to adapt to changes, such as government restructuring.

Mitigation Strategy: IPA has developed safeguards to protect against the potential gap between policy planning and implementation by signing memorandums of understanding with multiple Kenyan ministries including the Ministry of Education and the Ministry of Public Health and Sanitation. In addition, we have built multiple relationships with multiple people within each ministry to ensure continuity through personnel changes.

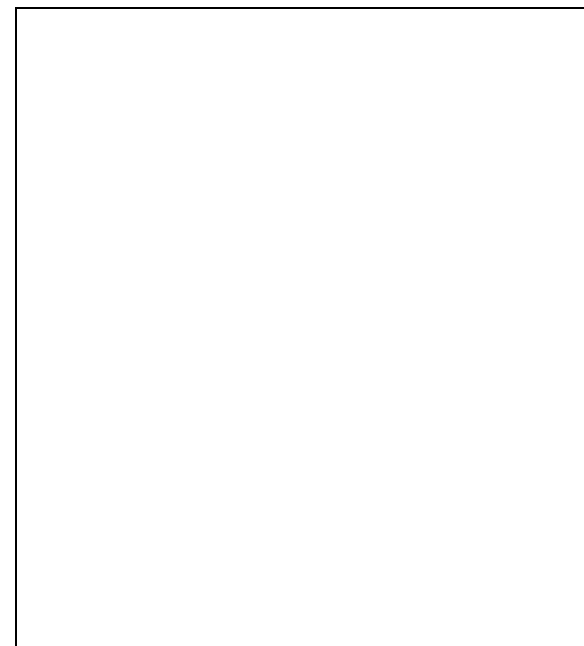
STAKEHOLDER AND POLICY-MAKER ANALYSIS

Which individuals or groups must you reach to influence policy? Which are the most influential?

Due to the promising results from earlier trials of dispensers, a separate project has been launched, with support from the Bill & Melinda Gates Foundation and other donors, to disseminate information on dispensers and scale up dispensers program. Results from studies funded by 3ie will be disseminated as part of this work.

We have identified the following sets of institutions as important for dissemination in this sector:

Global Policy Influence:



GUIDELINES

There are many tools available to help choose who the best audiences might be. The most obvious audiences might not be the most strategic. Try to highlight around six key primary audiences where attention can be focused.

Think about who may influence policy, considering professional associations and trade unions, other CSOs, opposition parties, religious groups and the media, in addition to 'official' policy makers in the areas of interest.

Avoid broad categories such as the "general public" or "Policy-makers" and try to highlight

1. Global policy leaders and funders: Global policy and opinion leaders, including the World Health Organization (WHO), UNICEF, Water and Sanitation Program (WSP) specialists at the World Bank, and child health and water and sanitation experts at institutions such as the Centers for Disease Control and Prevention (CDC), USAID and DFID will be important for providing technical and/or financial support to country governments who wish to adopt dispenser systems as part of their system of water service provision. We have already discussed findings to date with organizations such as UNICEF, CDC, USAID, the World Bank and CIFF, and also presented findings at a session hosted by the Gates Foundation at Stockholm's World Water Week.
2. Leading academics and experts in water services, public health and public goods delivery: Leading researchers can both serve as important validators for approaches to water treatment, and as important advisors on program design. They are often advisors to organizations and policy institutions on program design, and hence influencing them can indirectly influence policy and programs. Principal investigators on this project continue to make presentations at academic conferences on water, public health and public goods delivery, and to engage with leaders in these fields. Information will be disseminated to these audiences via continued presentations as well as via papers published in relevant academic journals.
3. Implementing and research organizations outside Kenya: Working with organizations outside Kenya to pilot dispenser programs in other countries – e.g. Deep Springs International in Haiti, Nazarene Compassionate Ministries in Swaziland, and the Relief Society of Tigray in Ethiopia. Help seed dispenser programs in other countries. Provide support through the testing phase. If successful, they have the capacity to scale and to connect with relevant policy leaders in country

Kenya Policy Influence:

1. Key senior political leaders and civil servants: Endorsements by senior political leaders can help to create broad support for a program. For

around six key primary audiences where more attention can be focused, even if you have a longer list. Whenever possible identify individuals or key influencers.

Possible resources/tools listed

example, the Kenyan Prime Minister's endorsement of school-based deworming helped to rally support for a national deworming program. More recently, the Prime Minister has proposed integrating dispensers into hundreds of new water projects financed under a public works program, which has helped provide support at various levels of government. IPA also has relationships with senior officials in the Ministry of Education and Ministry of Public Health and Sanitation, and will continue to disseminate key project results to them to develop broad support for ideas emerging from this work

2. Mid-level civil servants: Mid-level authorities in ministries typically make the procurement, budget, and planning decisions that would be necessary for the adoption of dispensers programs and appropriate design of programs based on results emerging from this work. IPA already has strong relationships with several officials in relevant ministries and will disseminate results to them to directly influence program design Ministries where IPA already has a strong relationship include:

(a) *Ministry of Local Government*: IPA has an existing relationship with George Ndegwa, Deputy Economic Advisor to the Permanent Secretary of the MoLG. His involvement and support has led to a letter from the former permanent secretary being sent out to all local authorities in Kenya, urging them to deploy dispensers and to put dispensers on the local government funding agenda.

(b) *Ministry of Education*: Within the Ministry of Education we enjoy a working relationship with Leah Rotich – Director of Basic Education. We will continually build our contacts and level of involvement with the ministry as it has significant influence over national policy.

(c) *Ministry of Public Health and Sanitation*: Within the Ministry of Public Health we are fortunate to be in good standing with Kepha Ombacho, the Chief Public Health Officer. We are continually building our contacts within this ministry. The ministry is extremely important in terms of policy influence due to the dispenser's public health focus and benefits.



- Water service providers: Support amongst water service providers and related institutions will also allow IPA to influence water and sanitation policy in the country. Key water service providers to influence in Kenya include the Water Resource Management Authority, the Nairobi Water Company, the Water Services Trust Fund, the Lake Victoria North Water Services Board, Western Water Services Company, and the Kikuyu Water Company.

Local NGOS: The Kenyan branch of Population Services International (PSI), the NGO that markets and distributes individually-packaged chlorine. We have been in close contact with the organization to explore ways in which we can learn from one another's experiences,

- Businesses – some of the models we are testing as part of this work include cost recovery through end-user fees and entrepreneur-managed dispensers. Should these models be successful, we will disseminate results to relevant organizations (e.g. organizations working with water vendors) to encourage scale-up via private sector channels.



Possible resources include

Stakeholder analysis (World Bank, <http://www1.worldbank.org/publicsector/anticorrupt/PoliticalEconomy/PDFVersion.pdf>)
 Social network analysis (ODI-FAO, http://www.foodsec.org/DL/course/shortcourseFK/en/pdf/trainerresources/PG_SNA.pdf)
 Alignment Interest Influence Matrix (ODI, www.odi.org.uk/.../428-presentation-4-method-alignment-interest-influence-matrix.ppt).

KEY POLICY MAKERS

Identify three policy makers with the potential to influence policy in the area addressed by your evaluation and justify your selection. You may add additional policy makers if you wish.

1. Name: Kepha Ombacho	Name of organization: Kenyan Ministry of Public Health
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<p>Position: <i>Chief Public Health Officer</i></p> <p>Contacts: (email/tel. number) kombacho@yahoo.com/0721264965</p> <p>Type of organization: Kenyan National Government</p>	<p>and Sanitation</p> <p>Website: http://www.publichealth.go.ke/</p>
<p>Relevance/Level of influence: Why is his/her participation important? What role do they play in the policy making process? How much influence/leverage are they expected to have? What is their perceived interest in the evaluation process? Are they part of a particular network (e.g. policy network, policy committees/advisory boards, research community, etc.)?</p> <p>Mr. Ombacho's participation with the project is vital as he is the head of the technical department within the Ministry of Public Health and Sanitation (MOPHS), and has direct control over national policies and budgets related to the prevention of waterborne illnesses. He has a good working relationship with IPA and, due to his seniority within the MOPHS, he has already been helpful in securing support from others in the Kenyan public health community for dispensers based on initial project results. IPA works closely with him on the design of dispensers programs rolled out with the Ministry of Public Health and Sanitation. His participation is important both because disseminating findings to him will directly influence program design and because he can disseminate key information to others within the Ministry of Public Health and Sanitation.</p>	
<p>Have your organization had previous experiences with this policy maker. If so, please describe.</p> <p>IPA was first introduced to Mr. Ombacho in 2009. Since then we have developed a close relationship with him and we are currently working with him and MOPHS on a dispenser pilot managed through community health clinics. We currently meet with Mr. Ombacho on a monthly basis.</p>	
<p>2. Name: Timothy Olubero</p> <p>Position: Provincial Public Health Officer – Western Province</p> <p>Contacts: (email/tel. number) oluberotim@yahoo.com/0722222646</p> <p>Type of organization: Kenyan National Government</p>	<p>Name of organization: Kenyan Ministry of Public Health and Sanitation</p> <p>Website: http://www.publichealth.go.ke/</p>
<p>Relevance/Level of influence: Why is his/her participation important? What role do they play in the policy making process? How much influence/leverage are they expected to have? What is their perceived interest in the evaluation process? Are they part of a particular network (e.g. policy network, policy committees/advisory boards, research community, etc.)</p>	

In addition to national support, provincial support from MOPHS is important for scaling programs. IPA works closely with Mr. Olubero on the implementation of a health facility based dispensers program in Western Kenya; his support based on evidence from an earlier study on dispensers was critical for adoption of this program. Dissemination to the Provincial Public Health Officer (PPHO) will ensure that key research findings are integrated into program implementation and reflected in any dispensers programs that are integrated into the provincial, district, and country plans and budget. Initial programs in Western Province will also serve as examples to officials in other parts of the country. Furthermore, a close relationship with the PPHO is necessary to ensure that our team has access to county and district-level officials, with whom we also plan to disseminate findings from our research on dispensers. We meet with Timothy Olubero on a bi-monthly basis.

Have your organization had previous experiences with this policy maker. If so, please describe.

IPA was introduced to Timothy through the Busia Public Health Office in 2010 to discuss the expansion of the health facility based dispenser model to 40 new districts. Timothy is a key ally and policy maker at the provincial level in the Western Province. He has been supportive of dispenser research as evidenced by his dissemination of dispenser research to other districts. His role within the government is to make sure that district public health offices monitor and achieve their public health targets and as such he has influence in key district level networks.

3. Name: George Ndegwa

Position: Deputy Economic Advisor to the Permanent Secretary

Contacts: (email/tel. number) ndegwag@gmail.com/ 020217475

Type of organization: Kenyan National Government

Name of organization: Kenyan Ministry of Local Governments

Website: <http://www.localgovernment.go.ke/>

Relevance/Level of influence: Why is his/her participation important? What role do they play in the policy making process? How much influence/leverage are they expected to have? What is their perceived interest in the evaluation process? Are they part of a particular network (e.g. policy network, policy committees/advisory boards, research community, etc.)?

Under Kenya's new constitution, the Ministry of Local Government's budget for public health programs is expected to more than double, and local authorities could be a significant long-term funder of dispensers programs. As an advisor to the Permanent Secretary of the Ministry, George Ndegwa is in a position to build support for dispensers at a local and national level.

Have your organization had previous experiences with this policy maker. If so, please describe.

IPA has had a relationship with George Ndegwa since 2009, through a referral from the Deputy Prime Minister of Kenya, Raila Odinga. Mr. Ndegwa facilitated the writing of a letter a support from the Permanent Secretary which was sent to all local governments in the country encouraging them to allocate some of their local budgets to funding dispensers. This was instrumental in the decisions of local authorities in Kenya to invest in dispenser programs. IPA meets with Mr. Ndegwa on a semi-annual basis and continues to update him on emerging findings from research on dispensers. He could be instrumental in enabling the adoption of programs reflecting findings from research emerging from this project by local governments.

STAKEHOLDER ENGAGEMENT PLAN

Please provide a detailed plan for engaging relevant stakeholders throughout the evaluation process. Stakeholders include the policy makers identified above, but also other representatives of civil society organizations, the media and so on. The plan should clearly identify the roles of each stakeholder in policymaking or influencing, action plan for specific activities, as well as expected results and long-term outcomes.

Stage in evaluation	Objectives and dimension of the engagement	Channels and Frequency	Stakeholders	Focal Point	Monitoring/ Learning and influencing indicators
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	<p><i>Highlight the kind of engagements and policy influence objectives (Awareness raising/Knowledge sharing/Policy influencing)</i></p> <p><i>What are the specific drivers? What are the expected benefits?</i></p>	<p><i>Specify the channels used, e.g. Meeting, Design workshop, Training workshop, Dissemination workshop, Partnership with key intermediaries/allies, Participation / contribution to discussion (online forums/ working groups, Media interviews/briefings/opinion pieces, Focus group/town hall meeting, Presentation at national and international conferences. Providing study outputs such as briefing notes and videos</i></p> <p><i>Frequency: (monthly/quarterly/annually or once/twice etc.)</i></p>	<p><i>This should include but not be limited to the three policy-makers identified above</i></p>	<p><i>Name the person or people in the team responsible to carry out this engagement</i></p>	<p><i>Identify key indicators and measuring tools (see guidelines for section on evaluation below)</i></p>
Study design	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> - <u>Establish Methodology:</u> Ensure research design is cutting edge and takes into account methodological best practices. - <u>Input:</u> Obtain input on study design. - <u>Benefits:</u> Improve research design based on 	<ul style="list-style-type: none"> - Discussion with leading academics and practitioners (monthly) - High level meetings with national policy makers and district level consultations (quarterly). - Exploratory piloting 	<ul style="list-style-type: none"> - Principle Investigators such as Vivian Hoffman, Michael Kremer, Claire Null, and Amrita Ahuja - Presentation at seminars at leading universities for feedback (e.g. Sustainability Science Program at Harvard) - George Ndegwa, Deputy Economic Advisor to the Permanent Secretary - Timothy Olubero Provincial Public Health Officer 	<ul style="list-style-type: none"> - Vivian Hoffman Principle Investigator - Michael Kremer Principle Investigator - Clair Null Principle Investigator - Amrita Ahuja, Principle Investigator - Amrita Ahuja (Principle Investigator) and the IPA team focused on 	<ul style="list-style-type: none"> - Number of meetings with government officials - Number of meetings with leading academics.

	<p>feedback</p> <ul style="list-style-type: none"> - To gain buy-in from governmental officials and to gain support from governmental partners. 		<ul style="list-style-type: none"> - District public health officers 	<p>dissemination will lead the outreach to policy makers</p> <ul style="list-style-type: none"> - Eric Kouskalis (Country Director, Safe Water Program)) will lead scaling activities in Kenya 	
Implementation	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> - Assess the potential of various dispenser operational models - Assess strategies that would encourage higher household chlorine adoption. <p><u>Benefits:</u></p> <ul style="list-style-type: none"> - Greater understanding of the effectiveness, scalability and sustainability of various operational models. 	<ul style="list-style-type: none"> - Launch chlorine dispenser system in communities participating in the evaluation (randomly assigned to different treatments used to identify optimal program design) - Development of chlorine supply chain - Conduct ongoing monitoring and follow-up surveys of dispenser system in research communities 	<ul style="list-style-type: none"> - Communities in which dispensers are provided - Officials in the provincial administration in these regions, who are critical for generating local support - Local councilors from municipalities. - Chlorine manufacturers and private distribution firms. 	<ul style="list-style-type: none"> - Principle Investigators (PI) will match evaluation coordinators and field staff with communities - PI's will also plan the implementation of randomized control trials - Celine Gratadour Evaluation Coordinator - Renaud Lapeyre Evaluation Coordinator - Sandra Mudhune Evaluation 	<ul style="list-style-type: none"> - Village elders in the research communities are aware of visit dates. and they know how to contact members of the research team. - Villagers are aware of the purpose of the dispenser and they are able operate the dispenser appropriately.

	.			Coordinator - Abel Oyuke Evaluation Coordinator - Michal Vaisben Evaluation Coordinator	
Preliminary findings	<u>Objectives:</u> - Get feedback from stakeholders on preliminary findings from dispenser research. - Establish a presence for our research program in the water and health sectors - Incorporate feedback into on-going implementation <u>Benefits:</u> - To gain a greater understanding of how to effect change in the	- Reporting program performance metrics to stakeholders (annually) - Presenting to local water service boards - Presenting to local academics through seminars at Kenyan universities such as Maseno University - Engage with district, provincial, and national health administrators - Distribute preliminary findings - Consultation with stakeholders for ideas for program improvement.	- Kepha Ombacho, Chief Public Health Officer Ministry of Public Health and Sanitation - George Ndegwa, Deputy Economic Advisor to the Permanent Secretary - Timothy Olubero Provincial Public Health Officer - Ward-level councilors - Kenyan academics	- Each PI on the project will engage in these activities to some extent. - Michael Kremer, Amrita Ahuja, and will take the lead role. - Team working on scaling dispensers will also do so, with Eric Kouskalis and Daniele Latagne (Director of Global Programs and Engineering) playing a key role in Kenya	- # of people to whom findings reports distributed, within list of key audiences - # of officials aware of preliminary research findings.

	water sector.				
Dissemination	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> - To disseminate the findings from dispenser programs. - Disseminate information regarding the health impacts and cost effectiveness of dispensers and other approaches to water treatment - To disseminate information to international and domestic policy makers regarding the scalability, viability, and cost effectiveness of various dispensers models in public health and education fields - Generate demand for 	<ul style="list-style-type: none"> - Publication of dispenser research in journals such as the American Economic Journal: Applied Economics; Journal of Development Economics; Journal of Health Economics; Journal of Development Effectiveness - IPA staff will attend and submit abstracts to International conferences in the public health, water and public policy spheres. (1-2 annually). Unfortunately, we cannot control where our submissions will be accepted. Conferences that we may attend include: UNC Water Conference Fall 2012, Water Environment Federation's Disinfection 2013, World Water Week in Stockholm, American Society of Tropical Medicine & Hygiene - IPA will host a conference highlighting dispenser research in Kenya. We will likely invite academics, practitioners, and governmental officials. - Partner newsletters (annually) 	<ul style="list-style-type: none"> - Kepha Ombacho, Chief Public Health Officer Ministry of Public Health and Sanitation - George Ndegwa, Deputy Economic Advisor to the Permanent Secretary - Dr. Sharif; Director of Public Health and Sanitation - Mohamed El-Fatih; UNICEF WASH Section Chief - Daun Fest; PSI Country Director- Kenya - International organizations and development funders such as UNICEF, CDC, USAID, the World Bank and CIFF, and the Gates Foundation will be targeted by our dissemination activities. - Timothy Olubero Provincial Public Health Officer - Leading academics in development economics, public health, and public 	<ul style="list-style-type: none"> - All of the PI's will be engaged in disseminating activities. Michael Kremer will take the lead role with Amrita Ahuja also spending significant time on this activity. - The team focused on dispenser scale-up will also provide significant support, especially Daniele Lantagne and Eric Kouskalis. - We will also leverage IPA and JPAL's policy directors and their respective networks and systems for dissemination. 	<ul style="list-style-type: none"> - Publication of dispenser research findings in leading academic and policy journals - Dissemination conferences - Presentation of findings at health and water conferences. - High level meetings with major stakeholders

	appropriately designed safe water programs nationally in Kenya and globally.		policy will be targeted by our dissemination activities.		
Adoption of recommendations	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> - Dispenser programs designed according to project results considered by policy makers and funders as an option for cost-effective water treatment. - Decisions based on evidence about dispenser suitability and sustainability. - To influence policy at a national and international level in a manner that is supportive of safe water programs designed in ways 	<ul style="list-style-type: none"> - Presentation at national and international conferences. - Dissemination Workshops - Providing study outputs such as briefing notes and videos - Provide technical assistance to partners launching dispenser programs (quarterly) - Help change policy to take in account this new water treatment approach. 	<ul style="list-style-type: none"> - Kepha Ombacho, Chief Public Health Officer Ministry of Public Health and Sanitation - Timothy Olubero Provincial Public Health Officer – Western Province - George Ndegwa, Deputy Economic Advisor to the Permanent Secretary - Local government officials - Provincial health administrators - NGO counter-parts in Kenya as well as in other countries. 	<ul style="list-style-type: none"> - Much of this work will be led by team devoted to scaling dispensers, including Eric Kouskalis, Daniele Lantagne and Amrita Ahuja. Especially true of provision of technical assistance and organizing in-country conferences. - PI's especially Michael Kremer, will play a key role in dissemination to senior audiences (e.g. PM of Kenya) globally and in Kenya 	<ul style="list-style-type: none"> - Amount of funding received from governmental sources - Consideration of dispensers for key water and health policies in both Kenya and internationally.

	indicated by project results.				
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BUDGET

How much time, financial and human resources are expected to be allocated for the implementation of the engagement plan?

The funding for the dissemination activities highlighted in the budget below is provided by the Bill and Melinda Gates Foundation under a separate project. The Foundation has provided the project with roughly 60% of funding necessary to undertake many of the dissemination and policy influence activities discussed in this plan over the next four to five years. We expect to attract additional funds from other partners and governments to deliver and develop policy influence programs. This funding is intended to disseminate the results from dispenser research broadly, and the study supported by 3ie is a critical component of this body of research and it will be disseminated as part of this work.

GUIDELINES

The main budget items to consider are: staff time; travel costs for presentations/dissemination events; editing, design, production, translation and dissemination costs. We encourage you to think medium to long-term for your engagement plan.

Policy Influence Plan Dissemination Budget						
Budget Line Items	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Personnel	\$ -	\$ 46,750.00	\$ 46,750.00	\$ 61,750.00	\$ 61,750.00	\$ 217,000.00
Contracted Services	\$ 10,600.00	\$ 25,500.00	\$ 8,000.00	\$ 5,500.00	\$ 8,000.00	\$ 57,600.00
Travel & Transportation	\$ 13,700.00	\$ 24,500.00	\$ 27,900.00	\$ 32,500.00	\$ 36,400.00	\$ 135,000.00
Other	\$ 6,800.00	\$ 21,275.00	\$ 9,300.00	\$ 22,775.00	\$ 10,800.00	\$ 70,950.00
Country Management	\$ 390.00	\$ 2,417.50	\$ 1,220.00	\$ 2,857.50	\$ 2,000.00	\$ 8,885.00
Annual Total:	\$ 31,490.00	\$ 120,442.50	\$ 93,170.00	\$ 125,382.50	\$ 118,950.00	\$ 489,435.00
Other Costs						
Contingency	\$ 944.70	\$ 3,613.28	\$ 2,795.10	\$ 3,761.48	\$ 3,568.50	\$ 14,683.05
Inflation	\$ -	\$ 4,962.23	\$ 7,830.75	\$ 16,125.43	\$ 20,810.82	\$ 49,729.23
Indirect Costs	\$ 2,403.35	\$ 9,495.04	\$ 7,693.19	\$ 10,680.89	\$ 10,599.70	\$ 40,872.17
Dissemination Total	\$ 34,838.05	\$ 138,513.04	\$ 111,489.04	\$ 155,950.30	\$ 153,929.01	\$ 594,719.45

Budget Narrative:

Personnel – Salary and fringe benefits for US-based staff who will disseminate results and promote the program:

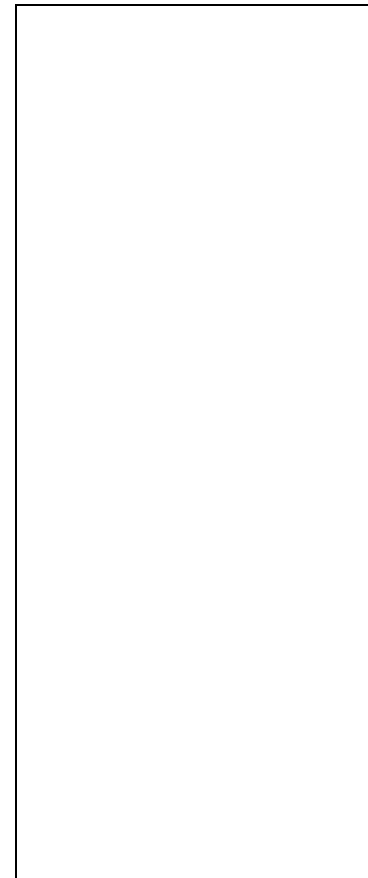
- A portion of the global dispenser program Managing Director’s time to attend conferences, meet with policymakers in Kenya and at global institutions, and interact with potential funders, academics and officials to build policy support for dispenser programs and identify opportunities for program replication and leverage
- A Communications Director (part time) to oversee the development of communications materials, attend conferences and coordinate outreach efforts in Kenya and worldwide.

Contracted Services – Design and publishing of brochures, flyers, website and other written materials provided by a professional communications firm; professional branding and logo development services.

Travel & Transportation – International flights, domestic flights and per-diems associated with visits of foreign donors and officials to Kenya and of Kenyan officials to international conferences and meetings with policymakers and officials at international institutions.

Country Management – Portion of IPA country management staff time dedicated to supporting the program, including the Country Director, Deputy Country Director, and Operations Director, who will advise on program activities and offer general programmatic advice and support based on their areas of expertise. IPA country management will also assist in the management of government relations, and help coordinate external relations with the efforts of other IPA programs in Kenya.

Other – Costs associated with co-hosting two conferences that feature chlorine dispensers.



EVALUATION AND LEARNING

How will you measure the influence of your evaluation?

- Comparison of various dispenser operational models and sub-model components (e.g. maintenance incentives, chlorine refill delivery options) on criteria such as cost-effectiveness, sustainability, reliability, etc.
- A national policy that explicitly supports evidence-based dispenser programs

GUIDELINES

Note 3ie requires that you submit information on the number of people reached by different dissemination activities, and documentation of adoption of study recommendations.

The team should identify:

- Specific intermediate outcome indicators such as: # of media clippings, # of citations, web metrics data, # of knowledge sharing/dissemination events, # of people reached, # of high level

- Funding for the ongoing maintenance costs of dispensers will have been provided and committed to by the Kenyan government
- A minimum of 200,000 people who received access to dispensers due to the research supported by 3IE access
- Senior level policy makers in Kenya and in other countries are aware of the evidence and effectiveness of dispensers as a water intervention.

policy makers engaged, feedback ratings.

-Final outcome and impact indicators such as: policy/programme design demonstrably changed as a result of the evaluation finding; legislation has been adopted; funding has been increased or cut; # of policy makers and practitioners reporting having been influenced by the study.

-Qualitative data such as: feedback, stories, quotes.

Possible resources listed below

Possible resources include

Intelligent Measurement <http://intelligentmeasurement.wordpress.com/category/campaign-evaluation/>; Communications Consortium Media Center (CCMC) guidelines for evaluating non-profit communications efforts <http://www.buildinitiative.org/files/evaluatingcommunications.pdf>; Outcome Mapping http://www.outcomemapping.ca/download.php?file=/resource/files/admin_en_OMLC_Brochure.pdf; and <http://www.odi.org.uk/resources/download/1751.pdf>. Most Significant Change <http://www.mande.co.uk/docs/MSCGuide.pdf>
