



12. Evaluate Program Results

Ensure the program delivered the intended results.

EXCELLENT

The intended results were achieved and demonstrated through a statistically validated evaluation.

GOOD

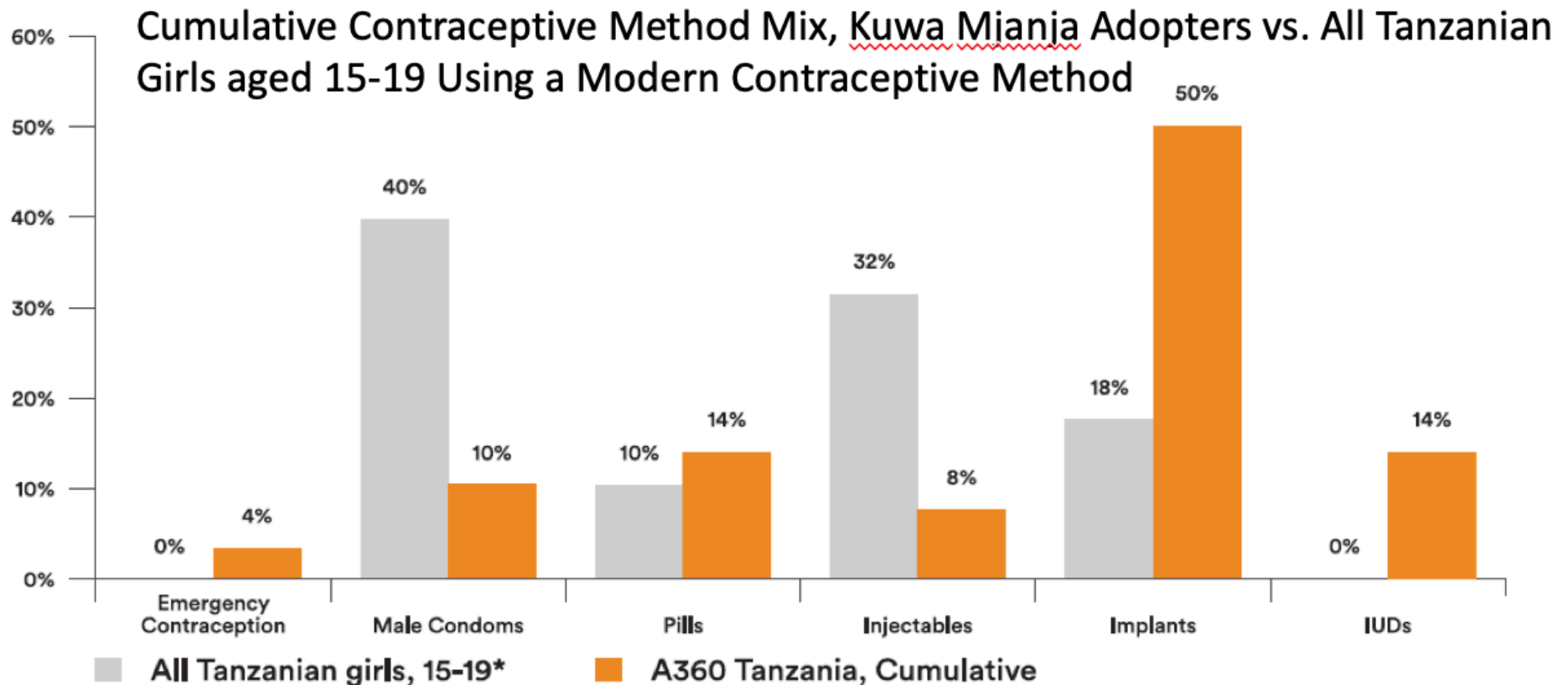
The intended results were achieved, and it is likely that the program delivered the results; however, due to program or evaluation design, it is not possible to definitely conclude that the program was responsible for delivering the results.

AVERAGE/POOR

Intended results were not delivered or the program was not evaluated, so it is not known if the results were delivered.

12. EVALUATE PROGRAM RESULTS

TZ A360 exceeded targets established with the donor and program teams by a significant margin. The target number of adopters was approximately 20,000, but A360 achieved over 50,000 adopters of modern methods in the period from January to October 2018. The method mix differs among the A360 target population compared to the national average (2015/16 DHS). In comparison to the national method mix, Kuwa Mjanja participants have a much higher rate of use of implants (50% versus 18% in DHS) and much lower use of Injectables (8% versus 32% in DHS). Kuwa Mjanja participants have a slightly higher rate of use of LARCs in comparison to the national average, which is a notable accomplishment as younger girls are less likely to use LARCs in general. We scored A360 as “good” rather than “excellent” given that their reported results are largely based on service delivery data, and there has been no statistically validated evaluation to-date.



*Compared to the national rate of LARC adoption among the Tanzanian adolescent population, the A360 program has achieved notable progress enabling girls' demand for and access to a comprehensive basket of modern methods. All A360 data reflected represents cumulative performance through September 2018. *According to the 2015-16 Demographic and Health Survey, the mCPR for all Tanzanian girls aged 15-19 is 8.6%. These data are representative of the method mix breakdown among these girls only.*

12. EVALUATE PROGRAM RESULTS

No available data. Best practice not evaluated.

12. EVALUATE PROGRAM RESULTS

HCT Campaign – TestaBoy: At the end of the campaign, which ran for 9 months from June 2017 to March 2018, a research organization was hired to conduct a cross sectional study among 3,000 South African men and women. Those who had medium exposure or high exposure to the TestaBoy campaign were more likely to agree with ideational factors for HIV testing, including attitudes and perceptions, self-efficacy, and social norms. We scored this best practice as “good”, as the team was able to show some results against the defined program objectives. However, the cross-sectional nature of the survey and self-reported exposure make it difficult to draw concrete conclusions. We also suspect that there are too many objectives – and the campaign duration was too short – to make a significant impact across a greater number of campaign objectives.

Indicators	Results
Increase the % of men and women who regard men testing for HIV as strong and responsible men	Those who were exposed were 1.5x more likely to agree vs. those who were not exposed
Decrease the % of men and women who report that men do not test for HIV because they are scared it would change their lifestyle	No significant impact
Increase in the number of friends that men and women report who have tested for HIV	No significant impact
Decrease the % of men and women who report that men in their community are scared to test for HIV because they think that if they test HIV positive, they can never have a relationship again.	No significant impact
Decrease the % of people who report that men in their community are scared to test for HIV because their family and friends will reject them.	Those who were exposed were 20% less likely to agree vs. those who were not exposed
Increase the % of men who report having tested in the past 12 months for HIV	Those who were exposed were 1.4x more likely to have tested in the past 12 months
Increase the % of people who report that men in their community who test positive feel free to disclose their HIV status to friends and family	No significant impact

12. EVALUATE PROGRAM RESULTS

Future Fab saw an increase in contraceptive services uptake among the target audience during their implementation period, in particular by young people ages 15-19. When comparing service delivery uptake from the 'pre-FF' period, on average, FF clinics experienced a significant increase in adolescent clinic visits, indicating that marketing efforts were more successful in driving consumer demand than previous efforts that only reduced service delivery fees. However, evaluation of program results did not follow a statistically validated method. Their analysis of clinic-level service delivery data lacked any consideration for potential confounding variables. In addition, the program model shifted significantly throughout the implementation period, which made it difficult to measure the effectiveness of the program from baseline to endline. For these reasons, we scored this as “good” rather than “excellent”.

10x

as many contraceptive and sexually transmitted infection adolescent (<20) visits on average to each clinic per week in the Refinement phase, rising from 2.5 pre-Future Fab to 25.9 during the Refinement phase

31%

of all client visits for contraceptive and sexually transmitted infection services by adolescents (<20) in the Refinement phase, compared to 7% pre-Future Fab

35,000

client visits for contraceptive and sexually transmitted services by adolescents (<20) in these 21 clinics between the start of Future Fab until end of March 2018.

Additionally, the total average number per clinic and proportion of adolescent clients in clinics in target areas increased during the Implementation and Refinement phases. In total, 65% were single and had no children, 90% were new to MSK, 58% had never used modern contraception or were not currently using it at the time of the visit¹ -- suggesting FF activities effectively targeted and resonated with the selected audience.

1) Based on email exchange with MSK staff, June 2019

12. EVALUATE PROGRAM RESULTS

No available data. Best practice not evaluated.

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12. EVALUATE PROGRAM RESULTS

There have been several evaluations of MTV Shuga to assess impact on HIV testing and risky sexual behavior. These studies, like many that attempt to measure the influence of edutainment on behavior change, rely on self-report; it is therefore difficult to attribute specific changes to the show itself. However, the experimental evaluation that was conducted in Nigeria included a control group that was exposed to a “placebo” show. This study design allowed the researchers to tease out more concrete behaviors among the target audience and found positive results in terms of STI screenings and sustained knowledge of HIV risks and testing practices. We scored MTV Shuga as “excellent” on program results given their creative yet rigorous design of evaluations and the evidence that they measured for the effectiveness of their programming.

Evaluation	Findings
Population Council Assessment (Season 2, 2011)	<ul style="list-style-type: none"> • Study compared the use of MTV Shuga series 2 as an educational device in non-facilitated viewings versus facilitated viewings and showed that exposure to the MTV Shuga TV was associated with statistically significant increase in recent HIV testing (<5 months ago; p=0.0024 in control groups, p=0.001 in intervention groups). • The intervention group also displayed a significant increase in recent HIV testing from baseline (48%) to endline (62%).
<p><u>Experimental Evaluation Of MTV Shuga: Changing Social Norms And Behaviors With Entertainment Education (Summary)</u></p> <p>See full study report: <u>The Entertaining Way to Behavioral Change: Fighting HIV with MTV</u></p>	<p>The study included 240 community screenings of MTV Shuga and of a placebo program in southwest Nigeria. Interviews with more than 5,000 participants were conducted before and immediately after the screenings, and again six months later.</p> <ul style="list-style-type: none"> • The prevalence of chlamydia among females in the treatment group was significantly lower than in the control group (1.3% versus 3.1%, a reduction of 58%). • The evaluation found that individuals who watched MTV Shuga were 35% more likely to report getting tested in the last six months (9.3% versus 6.9% in the control group). • The treatment group was almost twice as likely to go to the centers and get tested after six months of watching the show (6.4% versus 3.4%), • It also led to improved knowledge of HIV testing: respondents in the treatment group were 43 percent more likely to know about the three months waiting period (10.1% in the control vs 14.5% in the treatment group).

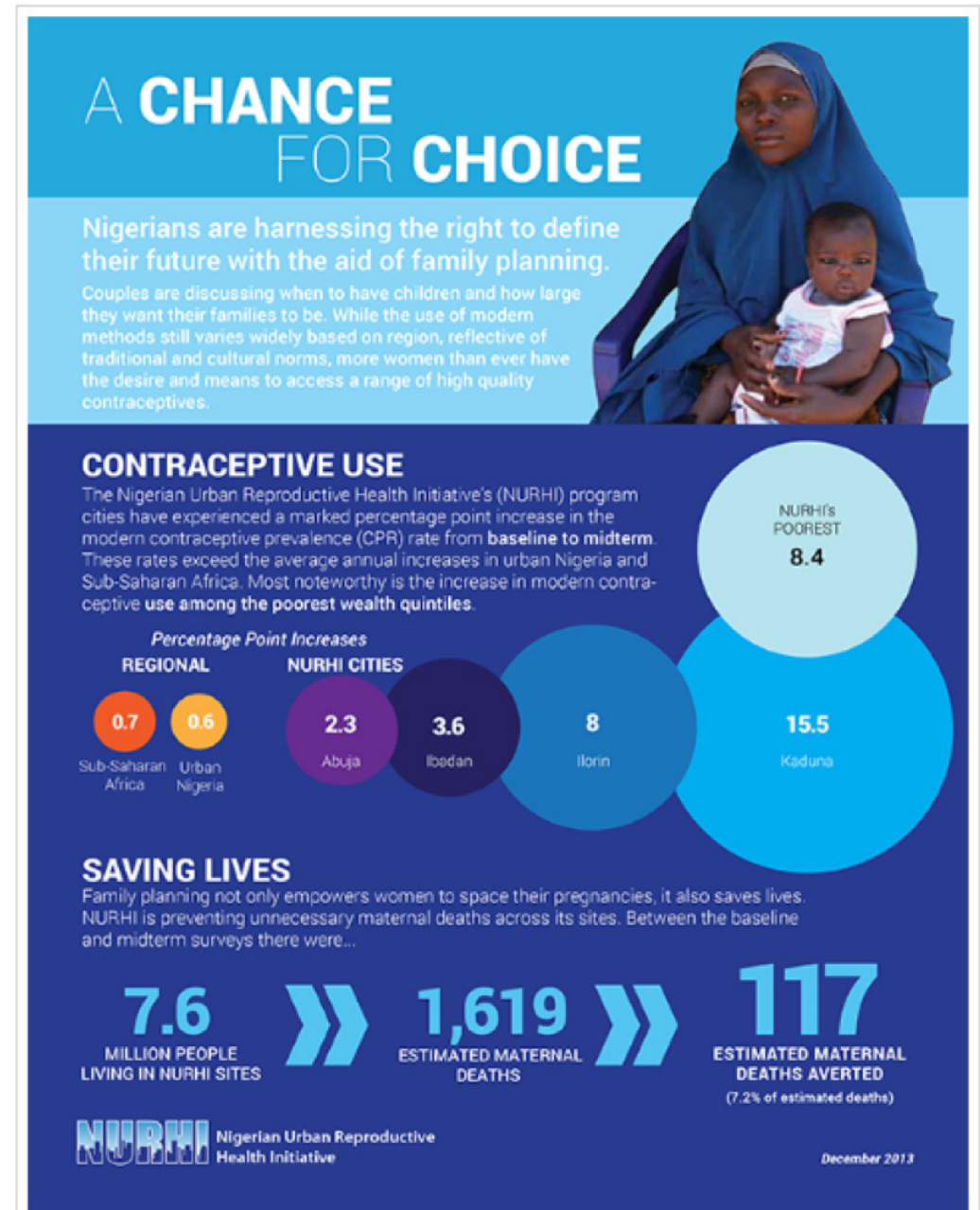
12. EVALUATE PROGRAM RESULTS

The evaluation included data from representative baseline and midterm surveys of women of reproductive age.

Overall findings indicated a marked increase in mCPR among targeted women between baseline and midterm of Phase 1. In comparison with national increases in mCPR among urban poor (0.6%), mCPR in NURHI regions among the poorest quintiles increased by 8.4%.

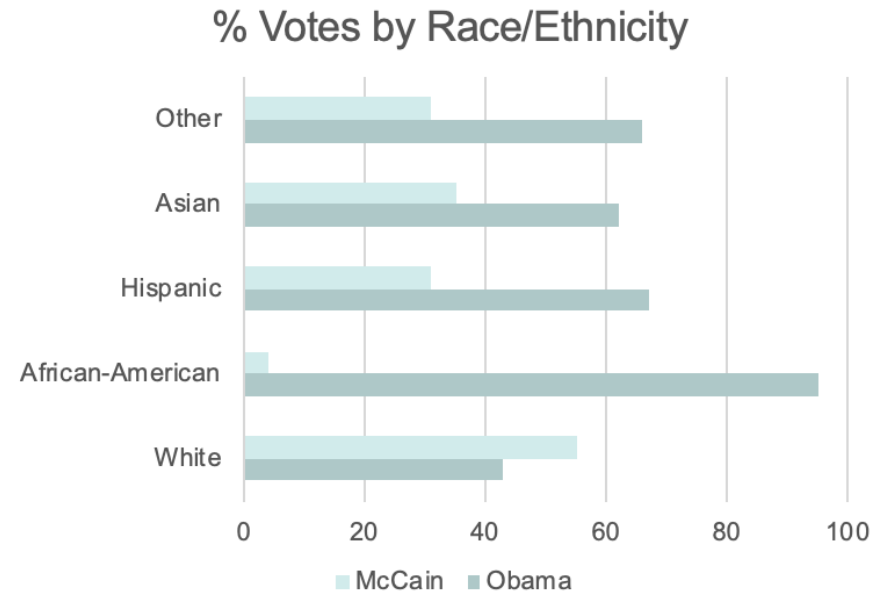
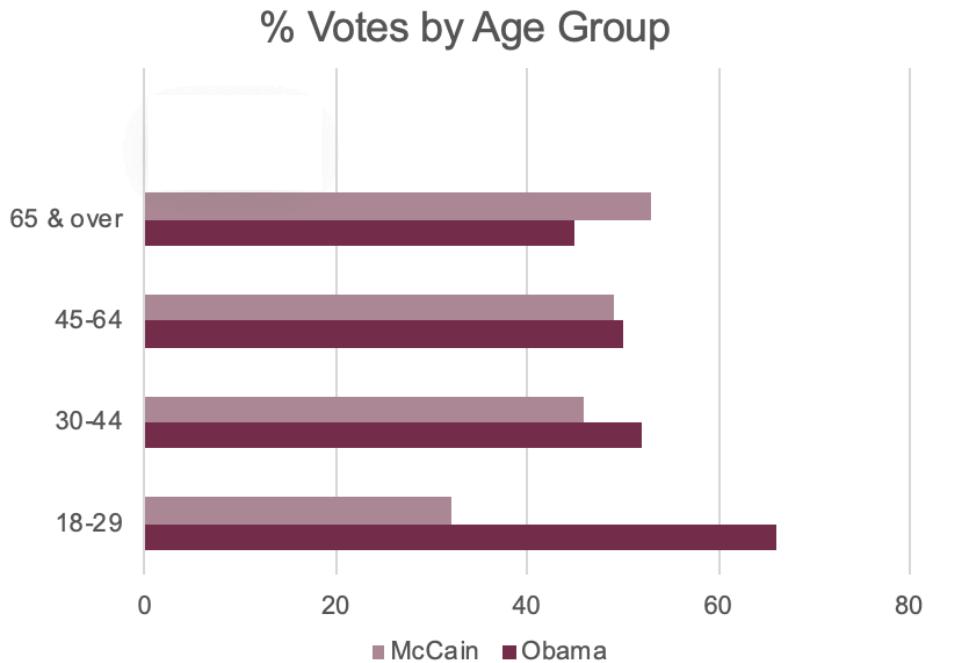
Evaluation data suggested that exposure to the GIT branded communication contributed to improved health outcomes. Three of the four states reporting the highest levels of mCPR among targeted women also reported the highest levels of exposure to GIT or NURHI.

The extent to which the project also measured the impact of other interventions or elements of the marketing mix that may have also influenced the increase in mCPR, including pricing, product availability, specific messages, etc., is not clear. However, we scored NURHI as “excellent” on program results given their rigorous evaluation design using household surveys, as well as a robust Monitoring & Evaluation plan that included cost-effectiveness measures.



12. EVALUATE PROGRAM RESULTS

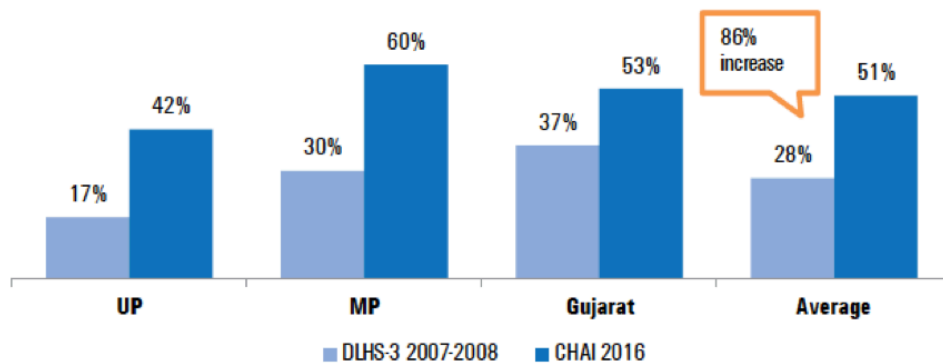
Obama captured not only the youth vote, but a surprising share of voters age 45+. While white voters preferred McCain on average, Obama won across every other race/ethnicity. These results show that it is possible to capture the attention of multiple segments of a population with the right message and appropriate resources. Given that the Obama campaign was not designed to be evaluated, except for in the format of a successful presidential vote, we did not provide a score for Program Results. However, winning the presidency suggests that the campaign achieved their desired results.



12. EVALUATE PROGRAM RESULTS

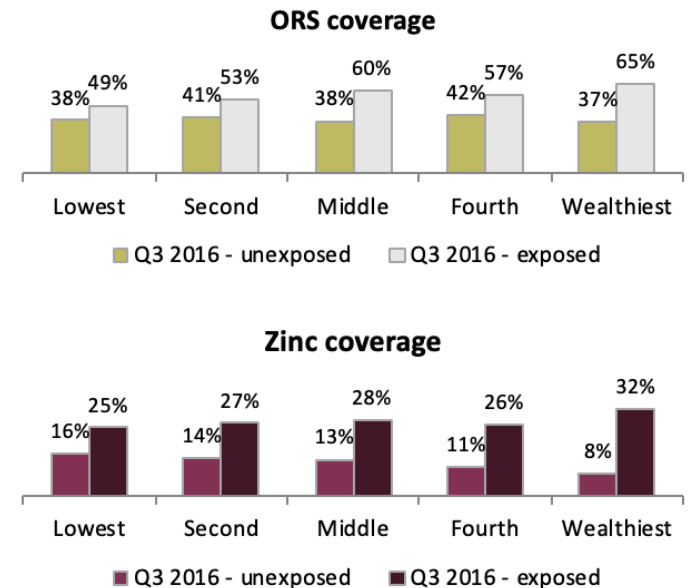
The project invested heavily in evaluation, which included a household survey that interviewed more than 30,000 caregivers about their exposure to the mass media campaign. The evaluation used a difference-in-differences approach to assess whether exposure to the mass media campaign was associated with increased use of zinc/ORS to treat diarrheal disease. The baseline survey was conducted after supply chain activities had begun in focal districts but before the mass media campaign. The endline survey was conducted approximately one year after the baseline survey. Positive outcomes indicate correlation of the intervention and use of zinc/ORS. Multivariable models show that the media campaign in UP had an additional positive effect on likelihood of a child receiving ORS or both ORS + zinc (not shown). We scored the campaign as “excellent” on Program Results given their quasi-experimental design approach to evaluation.

ORS coverage rates in pediatric diarrhea cases by state¹



Behavioral Impact¹: In Uttar Pradesh, where the mass media campaign was focused, exposure to the campaign increased the odds of receiving ORS and combined ORS and zinc by 1.38 (95% CI = 1.04-1.84) and 1.57 (95% CI = 1.01-2.46), respectively.

ORS & Zinc Use by wealth quintile²



***Generating caregiver demand for zinc/ORS CHAI India Essential Medicines, 2012-2016

1) Felix Lam, George Pro, Shreya Agrawal, Vishal Dev Shastri, Leslie Wentworth, Melinda Stanley, Nitin Beri, Abhishek Tupe, Ashutosh Mishra, Hamsa Subramaniam, Kate Schroder, Marta Rose Prescott, Naresh Trikha; Effect of enhanced detailing and mass media on community use of oral rehydration salts and zinc during a scale-up program in Gujarat and Uttar Pradesh, June 2019. 2) Upscaling Zinc & ORS Usage in India (2012-2016) Dissemination Report

12. EVALUATE PROGRAM RESULTS

There have been several attempts between 2010-2018 to measure the impact of Shujaaz on key behavioral outcomes (study findings are summarized below). Shujaaz was not designed with a rigorous impact evaluation from the outset and therefore claims about causality cannot be made. However, the evidence suggests that there are positive associations between exposure to Shujaaz and outcomes related to contraception, abstinence, and money hustles among specific target audiences. A recommended best practice for future projects is to embed an appropriate evaluation strategy from the start of any project. Despite these challenges, the Shujaaz team was able to creatively implement some evaluations of program results between midline and endline and therefore we scored them as “excellent”.

Evaluation	Findings
Beaudoin, C. (2016). Final Report: Shujaaz Media and Outcome Analysis. A Well Told Story.	Evaluation of three quantitative surveys: 1) 2013 Cross-Sectional Survey (n=1498) ; 2) 2010-14 Longitudinal Survey (n=1,765); and 3) 2015-16 Cross-Sectional Survey (n=2,011). The analysis found support for strong branding of Shujaaz with regard to readership levels and audience perception. There was evidence of positive associations between exposure and outcomes related to contraception and money-related "hustles". However, there were significant measurement challenges in the studies used for the evaluation which limits any claims of causality. For example, questions about exposure to Shujaaz media were only asked at follow-up rather than at baseline. The author recommended that the team conduct a second cross-sectional study repeating the midline measures in order to strengthen their evaluation (see below).
Speizer, I., et al. (2018). Reaching Urban Female Adolescents at Key Points of Sexual and Reproductive Health Transitions: Evidence from a Longitudinal Study from Kenya. African Journal of Reproductive Health. 22[1]: 47-59.	Evaluation of a longitudinal study (n=581) spanning 4 years of implementation of the Tupange adolescent FP program (2010-14), which included distribution of Shujaaz comic book as well as radio shows. Findings revealed that 15–19-year-old girls exposed to the Shujaaz comic were 1.8 times more likely to have never had sex and 2.5 times more likely not to have been pregnant than girls who were unexposed to Shujaaz. In terms of audience reach, one third of urban adolescents reported ever seeing or hearing about the Shujaaz comic book, indicating strong distribution nationwide.
Hutchinson, P., et al. (2019) Empowering youth for social change through the Shujaaz multimedia platform in Kenya. Int'l Journal of Adolescence and Youth, 24:1, 102-116.	This study evaluates the impact of Shujaaz using data collected over a 2-year period from a cohort of 700 youth aged 15–24 years. Random effect models were used to estimate the impact of exposure to analog (comic and radio) and digital Shujaaz media (social media and SMS) on attitudes, norms and behaviours around family planning and income generation. Shujaaz analog media were associated with intermediate outcomes; digital media were associated with an 18.1 percentage point increase in ever using condoms and a 19.0 percentage point increase in recommending the use of condoms to friends and partners. Additionally, both analog and digital media were associated with improved income-generating outcomes. There were several limitations to this study, including a large loss-to-follow-up between baseline and endline, and potential selection bias for participants exposed to Shujaaz. In addition, the baseline cross-sectional survey was not a true baseline, as it was conducted after Shujaaz had been in operation for several years.

12. EVALUATE PROGRAM RESULTS

From a brand perspective, Kuwa True helped to turn around a steadily declining sales trend. This is particularly impressive because the rebrand coincided with a price increase. From an overall category perspective, consistent condom use in Kenya has grown over the last 20 years, from 46% in 2003 to over 75% at the last Demographic Health Survey in 2014 – one of the highest rates of use in sub-Saharan Africa. Total market volumes continued to grow, driven mostly by free condoms, but included the steady growth of Trust as well. This in large part can be attributed to investments in generic and branded condom programming by PS Kenya. We did not score Kuwa True on Program Results given that rigorous evaluations are typically not applied to product sale campaigns. Instead, increased market share and ROI are the main metrics for success.

The Kuwa True brand refresh helped turn around declining sales

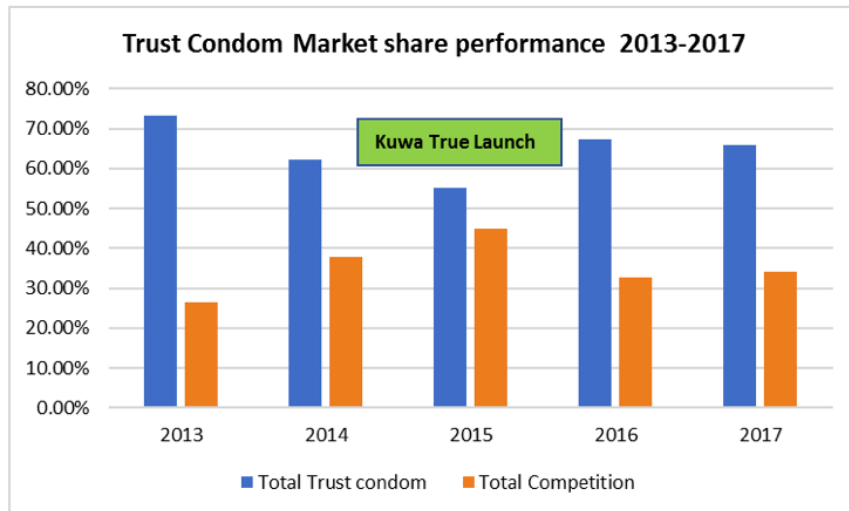
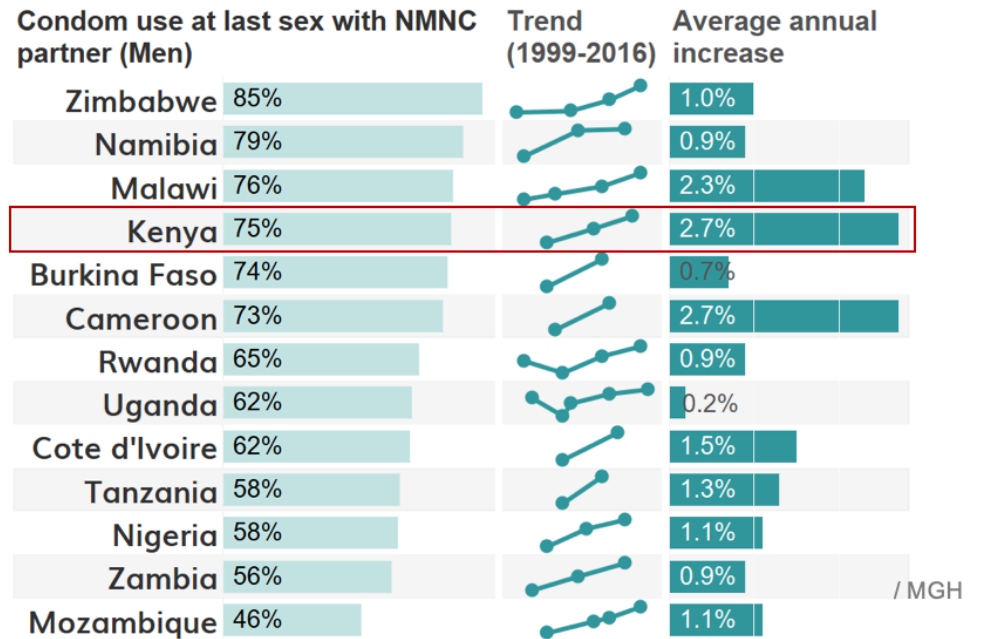


FIGURE 2. Reported condom use at last NMNC sex (men)



Source: DHS

Kenya is largely a success story in consistent condom use, the ultimate measure of program impact. That growth was largely driven by PSI's investment in social marketing interventions supporting Trust condoms.

12. EVALUATE PROGRAM RESULTS

The Truth team developed a best-in-class approach to testing and measuring message effectiveness. This included both pre-market testing and in-market monitoring of advertising receptivity and awareness. We did not find publicly available information describing opportunities to improve message effectiveness; based on available sources, pre-market ad testing was used to confirm message effectiveness prior to launch. In-Market testing consisted of weekly survey feedback to gauge awareness, receptivity, etc. and to help refine the media plan.

Results from “truth” Campaign’s Continuous Monitoring Data

Continuous Monitoring Data	Precampaign	“Finish It” Campaign (July 2014–August 2015)
<i>Examples of Attitudes (% Agree or Strongly Agree)</i>		
Tobacco companies make me angry.	36	49
Not smoking helps me feel powerful.	46	56
I want my generation to be known as the one that ends smoking.	54	67
Ending teen smoking is an achievable goal.	53	63
<i>Advertisement Awareness and Receptivity (% Agree or Strongly Agree)</i>		
Advertisement awareness*	48	60
This ad grabbed my attention*	63	70

*Precampaign measures are from the 2013 “Ugly Truth” campaign, monitored by the 2013 Legacy Media Tracking Online Study.

Findings from the Truth longitudinal cohort study²

“Logistic regression models indicate that Truth ad awareness is significantly associated with increases in targeted anti-tobacco attitudes as well as reduced intentions to smoke over time, holding constant baseline attitudes and intentions. Results also suggest a dose-response relationship in that higher levels of Truth ad awareness were significantly associated with higher likelihood of reporting agreement across all five attitudinal constructs: anti-smoking imagery, anti-social smoking sentiment, anti-tobacco social movement, anti-tobacco industry sentiment, and independence.”