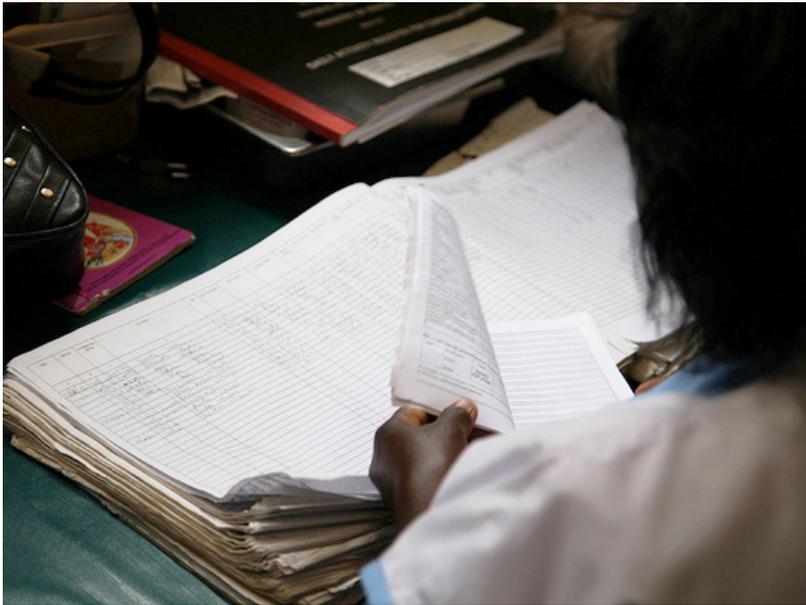


# Strengthening Data Demand and Use to Guide Decision Making and Planning



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## BACKGROUND

The MEASURE Evaluation PIMA (MEval-PIMA) project has an overarching objective to build sustainable monitoring and evaluation (M&E) capacities to enable health decision makers in Kenya to use quality health data for evidence-based decision making and programming. The package of interventions focused on improving capacity for identifying data needs and using information is referred to as data demand and use (DDU).

The importance and demand for DDU has increased with Kenya's devolved governance system. Based on the new constitution adopted in 2010, the promotion of primary health care is now delegated from the central government to the county governments. As county executive committees and county health management teams convene to allocate resources and

align investment priorities, they require information to guide decision making and planning.

Within this new transition of power, stakeholders are demanding access to user-friendly data for decision making. Failure to provide data and to further link evidence to decision making limits the development of efficient health systems that can respond to the needs of the public.

## KEY ACTIVITIES AND SUCCESSES

To achieve these objectives, MEval-PIMA has developed a strategy that applies the following seven DDU interventions to improve the use of and demand for data at both national and sub-national levels:

1. Assess and improve the data use context;
2. Engage data users and producers;
3. Improve data availability;
4. Identify information needs of data users;

5. Build capacity in data use core competencies;
6. Strengthen data demand and use infrastructure; and
7. Communicate data demand and use successes.

These seven interventions are part of our efforts ultimately to increase positive attitudes of policy and decision makers towards information use, in addition to improving the skills of policy makers and data producers.

Through MEval-PIMA our experts have conducted M&E capacity building assessments and trainings in coordination with various units at the Ministry of Health (MOH), the Civil Registration Department at the Ministry of Interior and Coordination of National Government (MICNG), and county health management teams (CHMT) to identify gaps in DDU. The assessments and action plans from the trainings highlighted organizational, behavioral, and technical constraints that inhibit data users and producers from effectively using health data for everyday decision making.

At MEval-PIMA we are also looking to bolster the demand for quality M&E practices and data in Kenya. The Reproductive and Maternal Health Services Unit is advocating for high-quality data by promoting the use of a scorecard that tracks the progress of reproductive health interventions in the country and holds counties responsible for progress and gaps in their efforts in achieving Millennium Development Goal (MDG) 4 (reducing child mortality) and MDG 5 (improving maternal health) by 2015.

## KEY STAKEHOLDERS

We work with a broad range of stakeholders at the national level and with targeted county health and civil registration M&E systems to advocate scale-up of data use practices, including:

**Policy decision makers** with whom we develop targeted national and sub-national programs that highlight key priority areas and indicate proposed decisions based on the results over time. The data use plans are embedded into the M&E plans.

**Program managers, M&E, and health information records staff members** are tasked to collect, analyze, and utilize programmatic data. Through data and program review meetings, we provide technical assistance (TA) on data analysis, presentation, and synthesis to strengthen and improve health and civil registration systems.

We also work with the **CHMTs** to help them understand the importance of collecting accurate data, plus synthesis, presentation, and use of it during decision-making processes.

At the community level, we involve representatives from **community units and other community stakeholders** to provide TA for data use during stakeholder forums where data are reviewed and discussed. Based on priorities, action plans are drawn and implemented during community action days.

### For more information, see:

[www.measureevaluation.org](http://www.measureevaluation.org) or

<http://www.cpc.unc.edu/measure/countries/kenya>

