

A.I.D. EVALUATION SUMMARY - PART I

PD ABB-593  
67830

1. BEFORE FILLING OUT THIS FORM, READ THE ATTACHED INSTRUCTIONS.
2. USE LETTER QUALITY TYPE, NOT "DOT MATRIX" TYPE.

IDENTIFICATION DATA

<p>A. Reporting A.I.D. Unit:</p> <p>Mission or AID/W Office (ES: <u>ST/POP/PDD</u>)</p>	<p>B. Was Evaluation Scheduled in Current FY Annual Evaluation Plan?</p> <p>Yes <input checked="" type="checkbox"/> Stopped <input type="checkbox"/> Ad Hoc <input type="checkbox"/></p> <p>Evaluation Plan Submission Date: FY <u>90Q1</u></p>	<p>C. Evaluation Timing</p> <p>Interim <input type="checkbox"/> Final <input checked="" type="checkbox"/></p> <p>Ex Post <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>D. Activity or Activities Evaluated (List the following information for project(s) or program(s) evaluated; if not applicable, list title and date of the evaluation report.)</p>		

Project No.	Project /Program Title	First PROAG or Equivalent (FY)	Most Recent PACD (Mo/Yr)	Planned LOP Cost (000)	Amount Obligated to Date (000)
936-3024	Innovative Materials for Population Action		Contract end date 8/28/90	5,941	5,941

ACTIONS

E. Action Decisions Approved By Mission or AID/W Office Director	Name of Officer Responsible for Action	Date Action to be Completed
<p>Action(s) Required</p> <p>Design a follow-on IMPACT project for authorization in FY 90. The primary allocation of resources in IMPACT II should be on subprojects which use: a) local or regional materials; b) collaboration with other S&amp;T/POP CAs; c) transfer of technology and skills; d) various targeted dissemination strategies. Special emphasis will be placed on evaluation of the materials and the distribution strategy.</p> <p style="margin-top: 20px;">* Recommendations were incorporated into a follow-on project (OPTIONS II) which was designed Spring 1990</p>	<p>Virginia Poole</p>	<p>NA*</p>

(Attach extra sheet, if necessary)

APPROVALS

F. Date Of Mission Or AID/W Office Review Of Evaluation: \_\_\_\_\_ (Month) \_\_\_\_\_ (Day) \_\_\_\_\_ (Year)

1                      18                      90

G. Approvals of Evaluation Summary And Action Decisions:

Name (Typed)	Project/Program Officer	Representative of Borrower/Grantee	Evaluation Officer	Mission or AID/W Office Director
	Virginia Poole		Irene Voek	Duff Gillespie
Signature				
Date	7/10/90		7/10/90	7/10/90

**ABSTRACT**

H. Evaluation Abstract (Do not exceed the space provided)

In August 1985 the A.I.D. Bureau of Science and Technology, Office of Population (S&T/POP) awarded the Innovative Materials for Population Action (IMPACT) project. The purpose of the project is to present recent population information and research findings in a format that is useful to policymakers. After a competitive procurement, A.I.D. awarded the five-year, \$5.9 million contract to the Population Reference Bureau.

This evaluation was conducted from March to December, 1989. The purposes of the evaluation were to: 1) assess A.I.D.'s design of the project; 2) evaluate the contractor's performance in carrying out the project; 3) assess the impact of the project's activities; and 4) recommend modifications for the follow-on project.

The team concluded that IMPACT activities are useful and well-received. A third of developing-country policymakers surveyed reported IMPACT materials had made a noticeable contribution to population policy in their countries. The project's strengths include the high quality, attractiveness, and utility of publications and extensive collaboration with other cooperating agencies. The follow-on project should place emphasis on identifying more effective distribution strategies. The evaluation recommends new and tighter evaluation strategies for both development and dissemination of the materials.

**COSTS**

Evaluation Costs				
Name	1. Evaluation Team Affiliation	Contract Number OR TDY Person Days	Contract Cost OR TDY Cost (U.S. \$)	Source of Funds
Susan Philliber	Philliber Research Associates	DPE-3024-Z-00-8087	\$30,264	ST/POP
Matt Friedman	POPTECH			
Linda Lacey	University of N. Carolina			
2. Mission/Office Professional Staff Person-Days (Estimate) <u>15</u>		3. Borrower/Grantee Professional Staff Person-Days (Estimate) _____		

## A.I.D. EVALUATION SUMMARY - PART II

### SUMMARY

J. Summary of Evaluation Findings, Conclusions and Recommendations (Try not to exceed the three (3) pages provided)  
Address the following items:

- Purpose of evaluation and methodology used
- Principal recommendations
- Purpose of activity(ies) evaluated
- Lessons learned
- Findings and conclusions (relate to questions)

Mission or Office: <b>ST/POP/PDD</b>	Date This Summary Prepared: <b>6/27/90</b>	Title And Date Of Full Evaluation Report: <b>Midterm Evaluation of the Innovative Materials for Population Action (IMPACT) Project 5/9/90</b>
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#### Purpose of Activity

Since A.I.D.'s population program began in the mid-1960's, over \$300 million has been spent on research (biomedical, operations, demographic, and social science). Efforts to disseminate the most important research findings have been limited to about \$30 million or 10 percent of the expenditures for research. These past dissemination activities have largely been directed to the research community and population specialists. The Office of Population designed the IMPACT project to communicate research findings to high-level policymakers.

The objective of the IMPACT project is to improve the use of population information and research findings by high-level decisionmakers. The project is experimental. It assumes that creatively designed materials geared to the needs of busy leadership groups will increase the use of this information in decisionmaking. It also assumes that a targeted distribution strategy will enhance the likelihood that materials will reach and be used by the intended audiences. The project tests these assumptions by carrying out various tasks involving the production, distribution and evaluation of materials.

#### Purpose and Methodology of Evaluation

This evaluation was conducted over a ten-month period and completed in the beginning of the fifth and final year of the project. The purposes of the evaluation were to: 1.) assess A.I.D.'s design of the project; 2) evaluate the contractor's performance in carrying out the project; 3) assess the impact of the project's activities; and 4) recommend modifications for the follow-on project.

The methodology, primarily U.S.-based and highly quantitative, included: 1) survey data from 17 USAID missions, 78 cooperating agencies and donors, and 175 policymakers in developing countries; 2) a management review of contract performance; 3) interviews with subproject personnel; 4) a review of project documents; and 5) a site visit to Ghana. A final external evaluation will not be required.

31

## Findings and Conclusions

The team concluded that IMPACT activities are useful and well-received. A third of developing-country policymakers surveyed reported IMPACT materials had made a noticeable contribution to population policy in their countries. IMPACT has fulfilled all of its contractual obligations to USAID and has exceeded these obligations in several cases. Among all the audiences contacted there is strong support for continuation of a dissemination activity such as IMPACT.

In particular, the team gave high marks for: the high quality, attractiveness, and utility of publications; collaborative efforts with other cooperating agencies; providing services to other Cooperating Agencies and donors; a useful internal evaluation component; and the competence and morale of project staff. A major weakness identified in the project is the distribution system. Specific findings and conclusions follow:

Content and design of materials. The topics are perceived as relevant, important and useful by a range of audiences. The evaluation found a high demand for more local and regional, rather than global, materials. Because many materials are oriented towards large geographic areas, dialect and word selection are sometimes problematic.

Distribution of Materials: Distribution efforts need a lot of attention. The present mailing list strategy is costly, labor-intensive, and inefficient. IMPACT has not kept retrievable, easily analyzed information on distribution. Materials are being used by audiences other than policymakers.

Subprojects: The impact of subproject activities has been enhanced by IMPACT's selection of countries where it complements the work of other CAs. The country-specific booklets produced under the subprojects are found most useful by LDC policymakers and are also useful as examples for other countries. In future efforts, more in-country review and testing as well as technology transfer are needed.

Collaboration: IMPACT is perceived by various audiences as providing an important service to their own activities through the production of high quality materials. Because population policy change requires a variety of strategies and actors, collaboration with other projects and donors is essential for IMPACT's success.

Evaluation. While evaluation efforts have provided useful data and information and have focused on important project questions, the evaluation activities have often relied on unsystematic and potentially biased samples.

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6/27/90

Title And Date Of Full Evaluation Report:

Midterm Evaluation of the Innovative Materials for Population Action (IMPACT) Project 5/9/90

#### Principal Recommendations

The primary allocation of resources in IMPACT II should be on subprojects which utilize: a) local or regional materials; b) collaboration with other CAs; c) transfer of technology and skills; and d) tighter targeting of audiences for receipt of materials. The project should again include ad hoc requests and to minor country-tasks such as producing posters for national population and development conferences.

Specific recommendations follow:

Content and Design of Materials. The follow-on project should produce fewer global thematic booklets and more regional- and country-specific ones. Greater attention to translations is needed. Inclusion of local endorsements and minimization of visible A.I.D. support on publications will enhance the credibility and acceptability of the materials.

Distribution of Materials. Specific target groups and strategies for reaching them, which rely on in-country subproject personnel, must be developed. Evaluation of alternative distribution systems (in-person versus mail, name versus institution and conference versus general mailing, for example) should be tested and tighter records of distribution kept.

Subprojects. The subprojects should employ a variety of dissemination efforts (radio, television, seminars, publications, etc.); include in-country external advisory boards; have greater emphasis on transfer of computers, desktop publishing and dissemination capability; and increase dissemination of "success story" booklets.

Collaboration. Greater collaboration with various in-country institutions and actors is needed in the development of materials. Even greater collaboration with other CAs will enhance dissemination efforts. All collaborative efforts in producing booklets should include a dissemination and evaluation strategy.

Evaluation The follow-on project should gather information on population policy status and activities prior to the onset of each subproject, for both needs assessment and baseline evaluation purposes. The project should employ systematic sampling rather than the analysis of bounceback questionnaires. Replace "post-program" evaluation with evaluation strategies designed to assess the process as well as the impact.

ATTACHMENTS

K. Attachments (List attachments submitted with this Evaluation Summary; always attach copy of full evaluation report, even if one was submitted earlier; attach studies, surveys, etc., from "on-going" evaluation, if relevant to the evaluation report.)

Midterm Evaluation of the Innovative Materials for Population Action  
(IMPACT) Project

COMMENTS

L. Comments By Mission, AID/W Office and Borrower/Grantee On Full Report

6