



eLearning Series

# Evidence-based Malaria SBCC: From Theory to Program Evaluation

Module 4 of 5

## Monitoring Malaria SBCC Interventions

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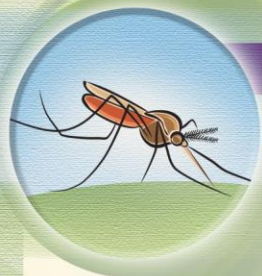


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# Evidence-based Malaria SBCC: From Theory to Program Evaluation

This presentation is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the presenter and do not necessarily reflect the views of USAID or the United States Government.





## Learning Objectives

At the end of this presentation, participants should be able to do the following:

- Explain what programmatic monitoring is and how it is used
- Be able to list three standard process indicators used for monitoring malaria SBCC activities
- Describe three standard approaches for monitoring SBCC activities



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**Section 2:** Process Indicators

**Section 3:** Audience Monitoring Indicators

**Section 4:** Collecting Monitoring Data

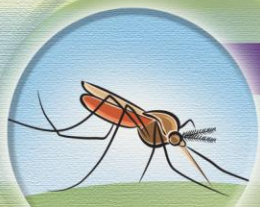
**Summary**

**Additional resources**



Section 1:

# WHAT IS MONITORING?



# What is monitoring?

- The routine tracking of priority information about a program (at national or project level) and its intended outcomes
- It includes monitoring of inputs and outputs through record-keeping and regular reporting systems as well as health observation and client surveys
- Primarily quantitative
- It can be called program, process, or output monitoring



# Program design

## Inputs

- Funding
- Staff time
- Commodities

## Outputs

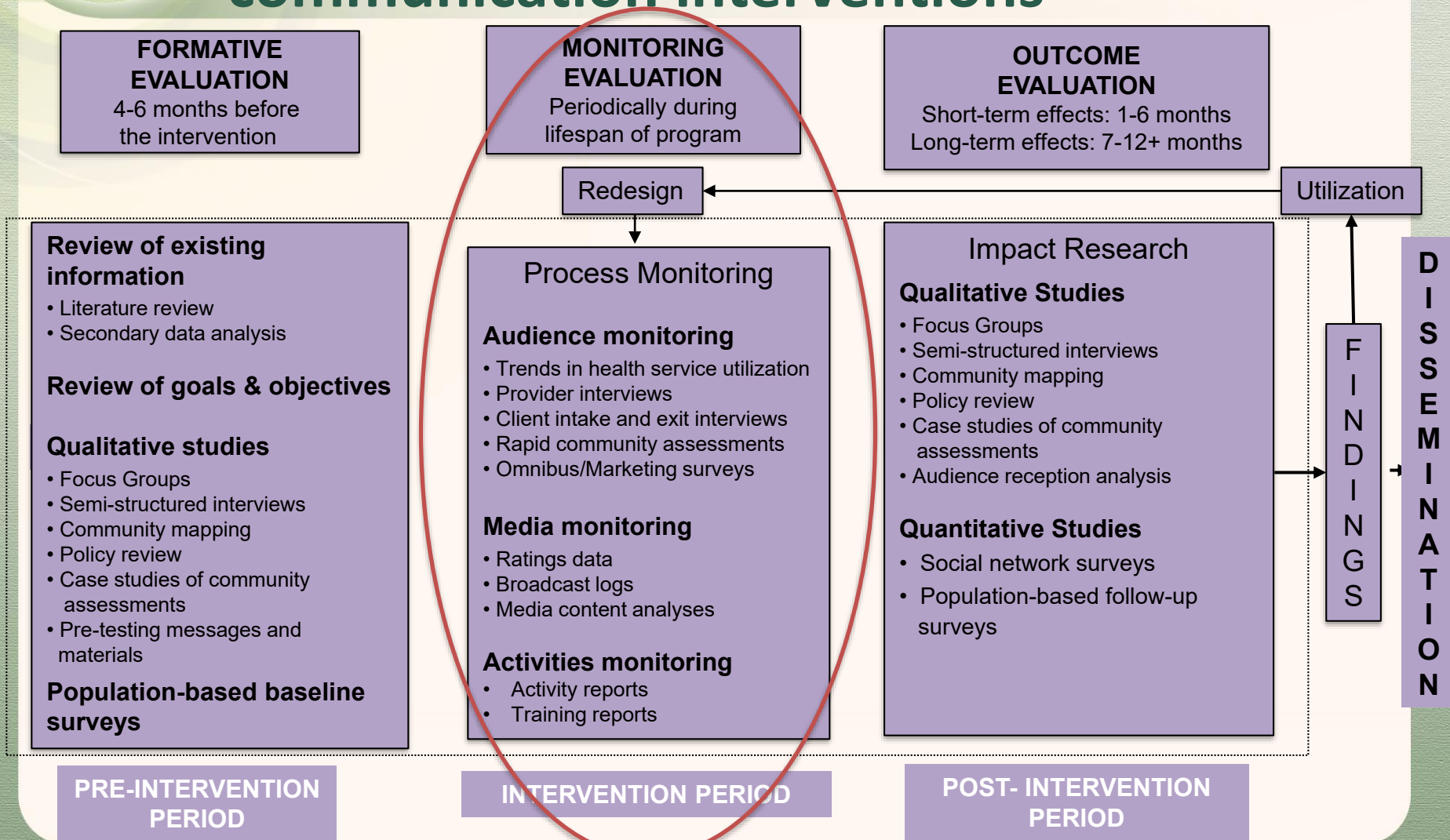
- Radio/TV spots
- Print materials
- Trainings
- Activities/Events
- Persons reached

## Outcomes

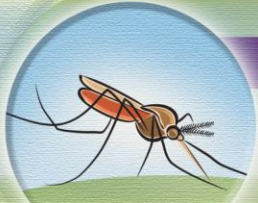
- Net use
- IPTp uptake
- Prompt diagnosis & treatment
- Acceptance of IRS



# Evaluation system for health communication interventions

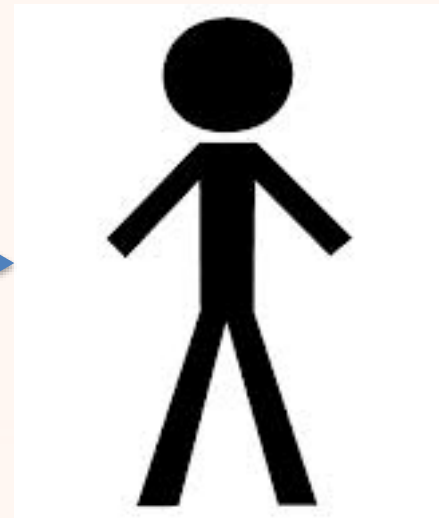
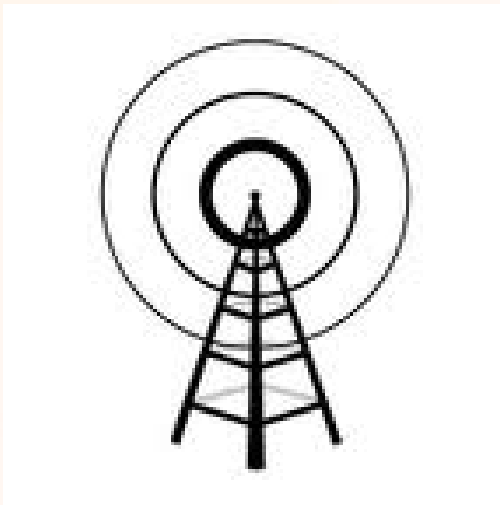






## Monitoring the intervention vs. monitoring its effects

- **Monitoring the intervention**—to assess if the activities are going according to plan
- **Monitoring the effects**—to assess if the activities are having the desired impact on the target population





# Why monitor?

- Documentation
- Tracking multiple messages and channels
- Assessing progress
- Replication
- Make the donor happy