



Section 2:

# PROGRAMMATIC AND OUTPUT INDICATORS





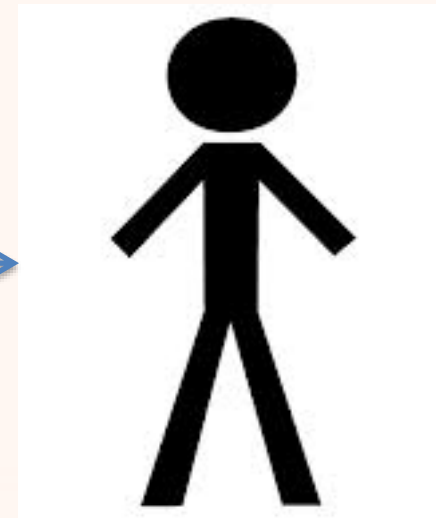
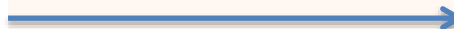
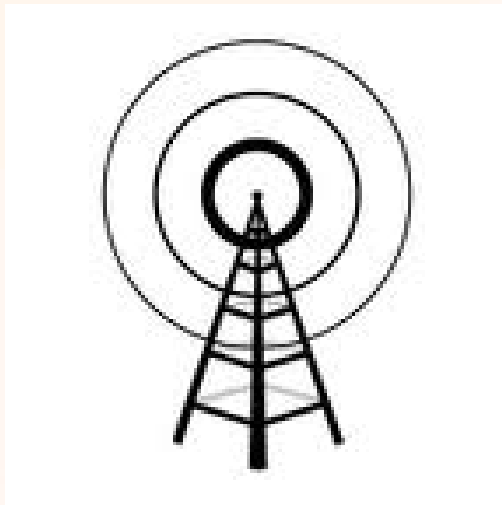
# Types of indicators for monitoring

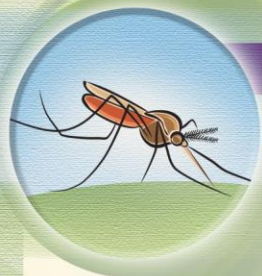
## Programmatic/output indicators

- How is the process going?

## Audience monitoring indicators

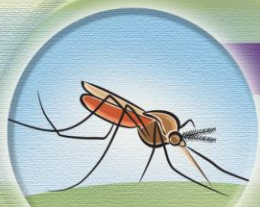
- How is our audience responding?





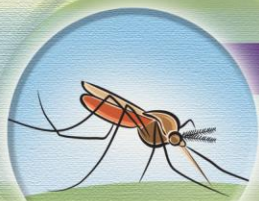
## What are indicators?

- A measure of key components of your program
  - Number of x...
  - Percentage of y...
  
- Tip: Consider indicators for both **process** and **audience** monitoring that are relevant to your program and measurable



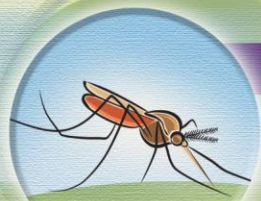
# SMART indicators

- **SMART:**
  - Specific
  - Measurable
  - Achievable/Attainable
  - Relevant/Realistic
  - Time-bound
- e.g., Number of ANC clinic staff trained in IPC for malaria, per project year
- e.g., Percentage of people who recall hearing the campaign slogan in the last quarter



## Where can a communication intervention go wrong?

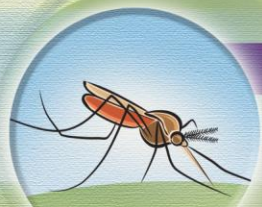
- **Radio**—people not listening to radio, radio not airing spot as planned, people not receiving a high enough dose, people not remembering messages, messages not convincing people to change behavior
- **Interpersonal communication**—not properly trained, inconsistent message, spreading message at the wrong time, message not convincing
- **Print materials**—boring/forgettable image, not distributed, illiterate population, not hung in the right places, no training, ineffective message



## PMI recommended indicators: Materials, media, and activities

Process indicators include the following:

- Number of materials produced and distributed, by type, target audience, etc.
- Number and type of media broadcast, by station, time (planned and documented)
- Number of broadcast time and newspaper space purchased
- Number of information, education, communication, and behavior change communication actions (such as home visits or talks held on malaria) linked to specific interventions



## PMI recommended indicators: People reached or trained

Process indicators include the following:

- Number of people reached by information, education, communication, and behavior change communication community outreach or mass media (number or percentage)
- Number of people trained in SBCC/IEC for malaria



## Remember!

- All monitoring plans are unique—your monitoring plan must be developed based on your planned activities