Evaluating Impact: From Promise to Evidence

Overview: Why, What and How of Impact Evaluation

East Asia Regional Impact Evaluation Workshop
Seoul, South Korea

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Introduction to Impact Evaluation

• Why
• What
• How
We need more than programs

we need programs that work
With good evidence, we can spend money where it matters most
Scale Promising Programs
Sustain Successful Programs
Improve Existing Programs
Supply of Malaria Medicine

<table>
<thead>
<tr>
<th></th>
<th>CONTROL</th>
<th>COMMODITY PLANNER</th>
<th>DIRECT PURCHASE</th>
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<tbody>
<tr>
<td>Supply (%)</td>
<td>52%</td>
<td>78%</td>
<td>94%</td>
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Improve Existing Programs

Video Link
Impact Evaluation

- Why
- What
- How
Complimentary to Other Evaluation Methods

- Needs Assessment
  - Analysis of Beneficiary Needs
- Process Evaluation
  - Analysis of Program Implementation
- Impact Evaluation
  - Measures How Much the Program Impacts Beneficiaries
Using impact evaluations to truly determine the impact of the program

• Insert Animation...
Using impact evaluations to truly determine the impact of the program
Does promoting hand-washing work?

From *Meena's Three Wishes*, “Meena tackles the issues of hygiene and sanitation.” UNICEF
Impact of the program

Outcome: Children’s health

Before | After | Time
--- | --- | ---
Treatment villages

Intervention

Impact?
What would have happened without the program?
Impact of the program

Control needs to be a good counterfactual

Outcome: Children’s health

Time

Intervention

Before

After

Treatment villages

Control villages

Actual Impact = Treatment - Control

Counterfactual

Impact of the program
Non-random program selection leads to comparisons of apples and oranges.
Non-random program selection leads to comparisons of apples and oranges
Randomization creates the right comparison group to measure impact
Randomization creates the right comparison group to measure impact
Impact Evaluations

• Why? Provide sound evidence that can help us: sustain, scale, and improve promising new programs.

• What? Need a good comparison group to measure impact. Randomization can achieve this.

• How...?
Impact Evaluation

- Why
- What
- How
Randomize when not enough resources to reach everyone

Northern Uganda business grant
- 560 youth groups applied.
- 280 received funding through a lottery. 280 comparison.
Pre-School Program in Mozambique

- 76 communities identified to receive the program
- 30 randomly assigned to the treatment.
- 46 acted as the control.
- Government so impressed that it expanded it to 600 communities.

Randomize when there are not enough resources to reach every village.
...or randomize who receives the program first

Sanitation program in Indonesia

- 80 villages received the program in phase one.
- Remaining 80 villages in phase two
Learn more with multiple treatments

Scholarship program in Cambodia.
- In 52 schools, well-performing pupils received a merit scholarship
- In 51 schools, poor pupils received a poverty-targeted scholarship
- 105 schools were control
Learn more with multiple treatments

Teacher bonus program in India
- 100 schools – individual bonus
- 100 schools – group bonus
- 100 schools – cash grant
- 100 control
Learn more with multiple treatments

Early Child Nutrition and Development program in Colombia. Villages randomized into 4 groups:

- 24 - stimulation
- 24 - micro-nutrients
- 24 received both.
- 24 in control
Now is your chance to integrate an impact evaluation in your own program