

## DIME POLICY RESEARCH WORKING PAPER

### Impact Evaluation Helps Deliver Development Projects

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Does research add value to aid? Specifically, does impact evaluation research help or hinder the delivery of development projects?

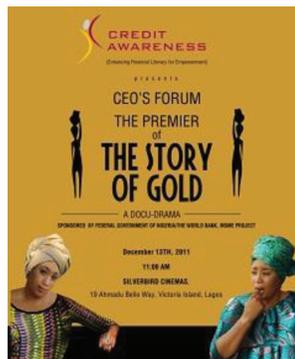
This paper analyzes the question by constructing a new data set of 100 impact evaluations and 1,135 projects approved by the World Bank between 2005 and 2011. The analysis finds that the delivery of projects with impact evaluation is significantly timelier: common delays are avoided and the gap between planned and actual disbursements is reduced by half. Evidence-based mid-course corrections, a clearer implementation road map, strengthened capacity on the ground, and observer effects are possible channels to explain results. This analysis will stimulate discussion over the optimal balance between project financing and the impact evaluation research needed to deliver development outcomes.

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## COMPLETED IE

### Story of Gold: Entertainment as a Nudge to Promote Responsible Saving and Borrowing

This IE assessed the impact of enhancing financial literacy through a feature film, *Story of Gold*. The movie aimed to teach low-income micro-enterprise owners with limited formal education core concepts around financial planning.



### Key Findings:

- The movie, coupled with a micro-finance intervention, was able to influence savings decisions in the short run, but no long-run impact was found
- This suggests that, while short-run behavior can be changed through one-off events, long-run behavior is far less malleable

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## ONGOING IE IN THE HEALTH SECTOR

### Malaria Control Booster Project: Enlisting Community Volunteers & Patent Medicine Vendors in the Fight against Malaria

The Bank-assisted MCBP introduced two interventions as a response to poor health coverage, in order to increase the reach of the public sector. In the first—the so-called Community-Directed Intervention (CDI) approach—volunteers were selected from the community and trained on malaria prevention and home treatment to serve their own relatives and neighbors. In the second, private sector Patent Medicine Vendors (PMVs) were trained on diagnostic procedures and the sale of subsidized high-quality antimalarial drugs with the right dosage.

The IE is studying the effectiveness of the CDI and PMV interventions, together and in isolation, in reducing malaria cases and improving diagnosis and treatment, through household behavior change and better access to advice and appropriate treatment. It is also studying the impacts on other important outcomes,



e.g. education, child labor, nutrition, adult labor supply, income, consumption, and intra-household allocations. To analyze impact across varying contexts, the IE includes a northern state (Gombe) and a southern one (Anambra).

Endline data has been collected and is currently being prepared for final analysis.

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## SURE-P Maternal and Child Health Program



The SURE-P MCH program aims to dramatically reduce maternal, and child mortality. The principal program components are a large push to increase human resources capacity (midwives, community health extension workers, and village health workers) in underserved areas and a conditional cash transfer to

encourage pregnant women to seek pre- and post-natal care and skilled birth delivery. The SURE-P impact evaluation is testing (i) the effectiveness of alternative monetary and non-monetary incentive regimes to reduce midwife attrition; (ii) the effectiveness of the conditional cash transfer program targeting pregnant women in increasing prenatal care and access to skilled birth attendance; and (iii) the overall effectiveness of the SURE-P MCH program.

The IE team incorporated a number of innovative measurement techniques into the baseline and follow-up surveys, including games to measure intangible but important indicators such as trust, risk and time-preferences, and understanding of social norms. In addition, the baseline survey was used to deliver the various incentive contracts to midwives, through videos embedded in the electronic survey and the delivery of physical contracts by enumerators.

The phase-I baseline survey, covering all 36 states and the FCT, was completed in December 2013, preliminary results with the project team were shared at a baseline data workshop in early April 2014, and the report was shared in November 2014. A first round of follow-up data collection has now been completed, and data is being prepared for analysis.

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## Quality Enhancement for Primary Healthcare Services

The FMOH's Quality Improvement and Clinical Governance Initiative is piloting quality improvement packages as part of the Saving One Million Lives Initiative. The goal is to substantially improve health care quality in primary care centers.



The project included an IE to test the effectiveness of consulting services administered by the service provider PharmAccess (SafeCare). SafeCare visited health facilities and offered a baseline quality assessment to go along with the creation of an actionable quality improvement plans for each clinic and extended support for portion of the target group to ensure implementation of quality improvement plans.

The IE is taking place in 80 SURE-P facilities in six states (Anambra, Bauchi, Ekiti, Kebbi, Cross River, Niger). The FMOH piloted the full package in 24 randomly selected SURE-P facilities in 6 states. Another 24 randomly selected clinics were used to test the effectiveness of *only* providing the baseline assessment without providing a detailed action plan. The 32 remaining clinics constitute the control group. The IE team has collaborated on data collection with the Service Delivery Indicators and SURE-P IE teams.

The IE team has completed the last round of data collection at the end of January and is currently working on end-line data analysis.

*IE Contact: Felipe Dunsch*

## Dramatic Evaluation: IE of the MTV Series Shuga

In its third season, MTV's popular TV drama Shuga focuses on promoting positive behavior change among 15-24 year olds in the areas of HIV/AIDS, family planning, and gender issues. To reinforce the TV messages and encourage youth to action, Shuga-3 is accompanied by a wide-spread 360-degree campaign which includes TV, Radio, online, mobile, billboard and newspaper, as well as on-the-ground marketing events.

The main objective of the IE is to assess the impact of the TV drama on urban and rural



viewers' knowledge, attitudes and risky sexual behavior, and the additional impact of mobile interactive voice recordings. The team is currently working on preparing for end-line survey to start in April 2015.

*IE Contact: Victor Orozco and Edwin Ekhoria*

## ONGOING IE IN THE ENVIRONMENT SECTOR

### Nigeria Erosion and Watershed Management Project



The Nigeria Erosion and Watershed Management Project (NEWMAP) is designed to achieve greater environmental and economic security in parts of the country affected by land erosion. The IE is designed to answer three questions: (i) What is the impact of NEWMAP's

integrated watershed management approach on indicators related to (a) gully erosion and (b) livelihoods of communities living in affected watersheds?; (ii) Is targeting women groups within communities with specific salient information on how to properly dispose of household waste effective in encouraging communities to mobilize and cooperate?; and (iii) What mechanisms—such as dissemination of key information on public works, for example budget—can be used to ensure community engagement in the monitoring and maintenance of infrastructure works? To answer these questions, the IE will use a combination of experimental and quasi-experimental methods. The IE will be conducted in three “early-mover” states: Anambra, Cross River, and Imo.

The team is now working on the preparation for the baseline questionnaire and on intervention design.

*IE Contact: Vincenzo Di Maro and M Abul Azad*

## ONGOING IE IN THE EDUCATION SECTOR

### State Education Program Investment Project

This evaluation explores the impact on learning activities and outcomes of (i) providing computer-based (Khan Academy, KA) content and platform to senior secondary schools in Ekiti and (ii) disseminating information to parents about the schools in which their children are enrolled with varying frequency. Overall, this study will generate knowledge

on the effective use of information and communication technology (ICT) in education and of information dissemination strategies to improve student learning outcomes.

The impact evaluation will employ a four-armed randomized controlled trial. A sample of 168 Ekiti senior secondary schools will be randomly assigned to one of four groups: a control group, a software-only, a software and high-frequency information, and a software and low frequency information group. Data on human development and intermediate outcomes will be collected for all respondents using baseline and end line surveys of schools and households, monthly phone surveys, administrative data and KA logs of videos watched, exercises attempted, and item-level exercise answered as well as qualitative and costing data.

Concept note approval is pending and the team is working on the preparation for teacher training.

*IE Contacts: M Abul Azad and Marie-Helene Cloutier*

## ONGOING IE IN THE TRANSPORT SECTOR

### Rural Access and Mobility Project 2 (RAMP2)

The RAMP 2 impact evaluation is assessing the socio-economic and smallholder impact of rural roads and transport investments and operations at household and local community levels. Socio-economic impact will be measured in terms of physical well-being (e.g. consumption, health), material wealth (e.g. land, housing), social well-being (e.g. access to education and health services), and economic well-being (e.g. income). Smallholder impact will be measured in terms of the degree of agricultural commercialization (e.g. share of produce sold in markets, cropping mix). Additionally, the IE will examine the relationship between investments in



*Source: <http://www.ramp.gov.ng>*

transport and poverty alleviation, with a particular focus on income, assets, amenities, access to markets, health, education, and other complementary community activities.

The IE team has completed the baseline analysis, and interventions are being rolled out. Follow-up data collection will take place after road construction is complete in May 2016.

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## NIGERIA IE COMMUNITY OF PRACTICE

The first post-Uyo workshop meeting of the Nigeria IE Community of Practice (CoP), held in November 2013, included representatives from the public health sector, civil society, the World Bank, and other development partners. The community is dedicated to the joint objectives of evidence-informed policy design and a culture of results and is now expanding beyond its initial focus on the health sector. This initiative is led by the Health Reform Foundation of Nigeria (HERFON) and Development Impact Evaluation (DIME). The support of the country office is gratefully acknowledged.



Building on previous activities, the CoP held one-day technical training programs for its members on April 2 and Dec 8, 2014. The technical training programs focused on key impact evaluation topics: randomization, sample size/power calculations, how to measure impact, and data analysis in excel. These trainings were carried out in conjunction with the Africa Region Chief Economist's office, the Education Global Practice, Johns Hopkins University and Duke University.

The CoP is currently working on gathering feedbacks on future steps in promoting evidence-based policymaking.

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