

**MEASURE**  
Evaluation

people  
are the  
reason

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reason

better  
**data** for health;  
better outcomes  
for **people**

Jim Thomas, PhD, MPH, Project Director  
**MEASURE** Evaluation  
University of North Carolina at Chapel Hill  
Carolina Population Center  
400 Meadowmont Village Circle, 3rd Floor  
Chapel Hill, NC 27517 USA  
[www.measureevaluation.org](http://www.measureevaluation.org)  
measure@unc.edu



**USAID**  
FROM THE AMERICAN PEOPLE



**MEASURE** Evaluation works

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# MEASURE Evaluation is about data

## Data describe the lives of real people.

- We strengthen the collection, analysis, and use of data to improve health
- We help improve data quality to provide reliable information
- We help establish standards for data
- We ensure that data collectors have the right skills

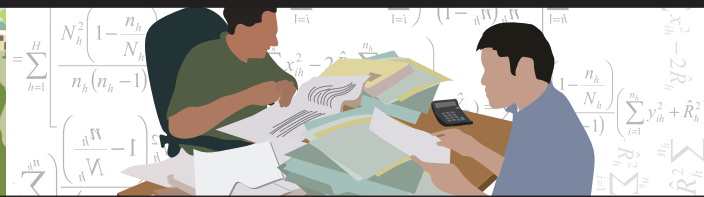
**Our work makes data more trustworthy.**



## Data equip health systems to serve people.

- We promote digital systems and interoperability to improve quality of care
- We provide strategic information to address PEPFAR priorities for health
- We use geospatial tools to identify health service needs and gaps
- We use health informatics and technology for speed and accuracy
- We align local data with larger platforms like DHIS 2 and DATIM for a more complete health picture

**Our work makes data efficient and easy to use.**



## Data remind us that the lives of all people matter. And so:

- We design better ways to monitor health services and outcomes
- We evaluate the effects of gender norms on health
- We advance understanding of the needs of vulnerable populations
- We are helping end preventable child and maternal deaths and achieve 90-90-90 and an AIDS-free generation

**Ultimately, our work fosters equity, and saves and improves lives.**



## Data are essential to improve people's health.

- We interpret data so health programs can achieve more with less
- We innovate methods, tools, and approaches for stronger programs
- We analyze data so the right services reach the right populations
- We provide tools and research on family planning, maternal and child health, malaria, HIV/AIDS, and tuberculosis
- We support surveillance data to identify threats to health security

**Our work helps direct scarce resources for the greatest good.**

## Data make health systems stronger to serve people better.

- We build country capacity for research to improve health systems
- We foster data use for better policies and programs
- We build people's skills to manage health systems for the long term
- We evaluate health systems and programs for scale-up or change

**Our work helps show trends and health system performance.**

## It's fair to say we have an agenda:

**Use data to improve systems to improve health to help people**

And never stop learning what works.

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