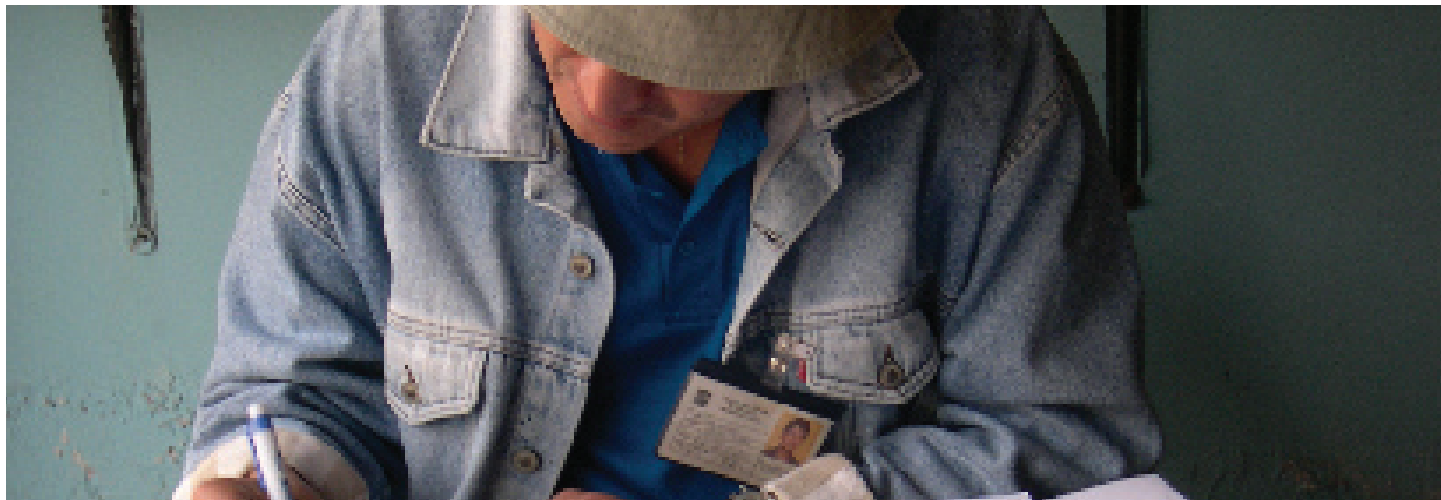


# Promoting Demand, Improving Quality, and Increasing Use of HIV/AIDS Data



## MEASURE Evaluation Fact sheet M&E Capabilities: Data Demand and Information Use

At MEASURE Evaluation, we know that improved analysis and use of data lead to better health program decision making and, ultimately, improved health outcomes. This fact sheet introduces one of the innovative toolsets created for monitoring & evaluating public health interventions.

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To learn more about MEASURE Evaluation and our current activities, visit us on the Web at [www.cpc.unc.edu/measure](http://www.cpc.unc.edu/measure).



**Overview:** MEASURE Evaluation provides an innovative approach and toolset to support evidence-based decision making, one of the most important uses of HIV and AIDS information.

HIV and AIDS information is valuable not only to decision makers in health but to a wide range of stakeholders, such as policymakers, public health professionals, nongovernmental organizations, clients and others. When these stakeholders use this information to make evidence-based decisions, they increase the health system's ability to respond to the needs of those affected by HIV and AIDS at all levels. Better use of this information also promotes transparency in the decision-making process and allows for accountability of health decision makers.

Evidence-based decision making is enhanced by:

- creating a sound demand for HIV/AIDS information;
- producing high-quality HIV

and AIDS data;

- making information available to decision makers; and
- facilitating the use of information to improve health system and program performance.

To support evidence-based decision making, MEASURE Evaluation has developed a data demand and information use (DDIU) conceptual framework and set of tools.

DDIU is a systematic approach that applies proven, effective best practices and appropriate tools to help increase demand for health system data and ensure that the information is used in an evidence-based decision-making process.

The DDIU framework explains the context in which decisions are made and how this influences the demand

for data, the use of information, and the collection and availability of data. DDIU is a strategy that can be used to identify opportunities for and constraints to effective and strategic data collection, analysis, availability, and use; and DDIU tools can be utilized to help stimulate data demand, build capacity and enhance evidence-based decision making.

The core tools in fostering DDIU are:

- The **Decision Calendar** provides a systematic approach for stakeholders to leverage data into more productive decision processes by encouraging greater use of and demand for information by decision makers, identifying methods of more effectively utilizing existing data and providing a timeline for monitoring progress in the decision-making process.
- **Assessment of Data Use Constraints** is a rapid assessment tool designed to identify barriers and constraints that inhibit effective practices in data use.
- **Information Use Mapping** assesses and identifies opportunities for improved data use and feedback mechanisms for stakeholders across different levels.
- **Performance of Routine Information System Management (PRISM)** is a conceptual framework encompassing four tools that aid in the assessment, design, monitoring and evaluation of routine health information systems.
- **The Stakeholder Engagement Tool** helps ensure that the appropriate stakeholders in decision processes have been identified, and that a systematic approach to effectively involving those stakeholders has been developed.
- **The DDIU Curriculum** provides training materials, such as slides and small group activities, to build the capacity of local stakeholders to use data and information in their work.

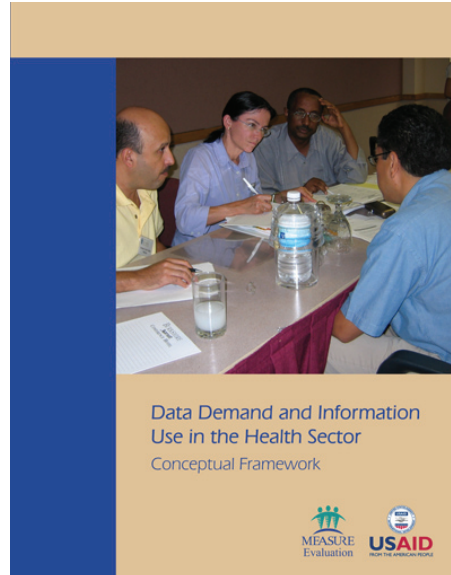
**Recent Experience:** MEASURE Evaluation is using DDIU tools in countries throughout the world to improve the performance of HIV and AIDS monitoring and evaluation data systems. Some of the countries where the DDIU approach and tools have been used to support HIV/AIDS interventions are Ghana, Kenya, Nigeria, Rwanda, St. Lucia, and Dominica.

In Ghana, for example, MEASURE Evaluation worked closely with stakeholders in data use workshops to develop 13 district-level HIV/AIDS action plans. Priority interventions include providing care and support to people living with HIV/AIDS, better monitoring of NGO activities, and preventing new HIV/AIDS transmissions.

**Expanding the Use of HIV/AIDS Information:** The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) has also opened up new opportunities to strengthen DDIU with international partners and at the country level. Based upon recent feedback from field representatives engaged in HIV/AIDS activities around the world, the need for guidance on how to use country-specific HIV and AIDS data effectively has become more pronounced. In response to this need, the DDIU team is developing a compendium of practices for expanding the use of HIV and AIDS information by local partners to improve program planning and

implementation. By sharing examples and procedures where strategic information was successfully used by partners (including national AIDS committees, district HIV/AIDS committees, health facilities and NGOs) to design, implement, monitor, and evaluate HIV/AIDS interventions, the compendium will help counterparts improve operational and strategic decision making, while engendering a local commitment to data quality. In essence, the compendium will document current data-use practices, thereby providing suggestions and instructions for facilitating effective data use.

The compendium will also help strengthen the use of PEPFAR reporting information by in-country implementing partners and secure a return on the investment in producing high quality reporting by encouraging local use of the data for program improvement.



## For more Information

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