

MEASURE Evaluation

Working around the world with host-country programs to address health and population issues

MEASURE Evaluation improves collection, analysis and presentation of data to promote better use of data in planning, policymaking, managing, monitoring, and evaluating population, health and nutrition (PHN) programs. The underlying premise is that improving the use of information in health sector decision making will lead to better health services, systems, and outcomes. The last few years have seen a dramatic increase in demand for high-quality health information through large global health initiatives that emphasize quantitative measures of progress to ensure accountability. These demands stretch weak and overburdened monitoring and evaluation (M&E) and health information systems (HIS). There is an urgent need to strengthen the performance of HIS and M&E systems at all levels, improve measurement in areas in which measurement methods are weak, increase evidence on the effectiveness of global health programs, and strengthen use of information beyond meeting reporting requirements to inform program decision making.

As a key component of the United States Agency for International Development's (USAID) Monitoring and Evaluation to Assess and Use REsults (MEASURE) framework, MEASURE Evaluation is implemented by the Carolina Population Center at the University of North Carolina at Chapel Hill, in partnership with Futures Group International, John Snow, Inc., Macro International Inc., Management Sciences for Health, and Tulane University. This partnership draws on over a decade of successful leadership in M&E to increase:

- user demand for quality information, methods, and tools for decision making
- in-country individual and institutional technical/managerial capacity and resources for the identification of data needs and the collection, analysis



and communication of appropriate information to meet those needs

- collaboration and coordination in efforts to obtain and communicate health, population, and nutrition data in areas of mutual interest
- improved design and implementation of the information gathering process including tools, methodologies, and technical guidance to meet users' needs
- availability of population, health, and nutrition data, analyses, methods and tools
- facilitation of use of health, population and nutrition data

Recent large global health initiatives such as the U.S. President's Emergency Plan for AIDS Relief, President's Malaria Initiative, Global Fund to Fight AIDS, TB and Malaria, and Millennium Development Goals have emphasized quantitative measurement of progress and have resulted in significant advances in M&E systems. MEASURE Evaluation has played an important role in these developments.

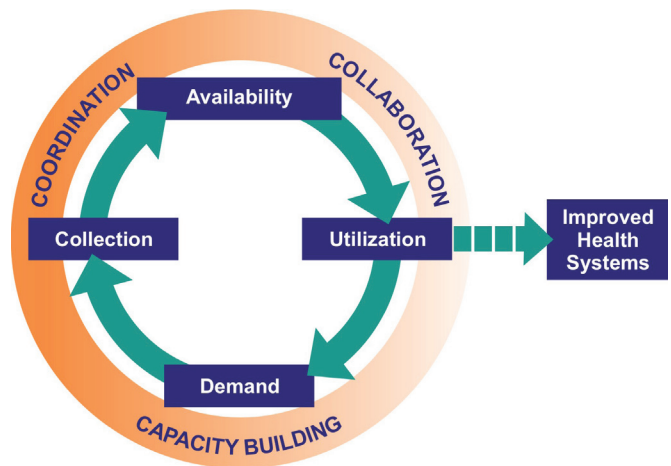


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MEASURE Evaluation researchers and technical advisers have worked in 40 countries worldwide, with activities in Africa, Asia, Latin America, and the Near East. These researchers combine extensive field experience and knowledge and are innovators in demography, epidemiology, economics, statistics, medical anthropology, and clinical health sciences. Areas of technical expertise include:

- Avian influenza, HIV/AIDS, malaria, maternal and child health, and TB
- Capacity building and training
- Data demand and information use to inform decision making
- Evaluation
- Gender
- Geographic information systems and mapping
- Knowledge management
- Organizational development
- Routine health information systems
- Sample vital registration with verbal autopsy

MEASURE Evaluation's approach builds on over a decade of successful leadership in strengthening M&E and HIS around the world. Underlying this approach is a conceptual framework based on a cycle of generating demand for information, improving data collection, making information more available, and facilitating the use of information to inform decisions. This cycle aims to improve health systems and, ultimately, health outcomes, and is nested within a larger context of capacity building, coordination and collaboration. Our view is that the performance of a HIS or M&E system is



MEASURE Evaluation promotes a continuous cycle of data demand, collection, availability, and utilization to improve population and health systems.

determined by technical, organizational and individual factors. Therefore, realizing a functioning information cycle will necessitate addressing all of these elements. Further, capacity building, data demand and information use and knowledge management are cross-cutting themes that are integrated into all activities. Effective collaboration and coordination in HIS and M&E are also essential in today's multi-stakeholder global health environment, as is attention to gender issues.

ONLINE

MEASURE Evaluation publications, tools, forums and other useful resources for M&E are available at: www.cpc.unc.edu/measure