

**Workshop on Impact Evaluation of PHN Programs  
Accra, Ghana; July 18-29, 2016**

**GUIDELINES FOR GROUP WORK & PRESENTATIONS**

Objective: To prepare an impact evaluation proposal using the concepts and methods learned at the workshop.

1. The work will be performed in groups of 3-5 persons.
2. Groups should be defined early during the 1<sup>st</sup> week. It is recommended that groups are formed according to shared themes, interests, and mixed thematic and statistical experience. Each group will work on a specific program.
3. Participants will bring actual programs which will be presented as candidates for the group work. On Day 2 we will discuss the evaluability of the proposed programs and will select 5-6 programs for this task. Participants will indicate their preferences for the program they would like to work on. Depending on the success of the matching process, instructors will make the final determination on the conformation of groups.
4. Groups will work on developing a proposal for evaluating the impact of the program. The group should convincingly justify the proposed evaluation design in terms of methodological rigor and practical feasibility. The proposed evaluation design should have internal and external validity.
5. Groups will work during the last sessions in the afternoons and will receive advice from instructors.

Presentation:

Groups will present the results of their work on the last day of the workshop. Each group will have a maximum of 20 minutes for the presentation followed by a maximum of 10 minutes for questions and discussion. **All members of the group must present.** Groups will prepare their presentations using Powerpoint.

The presentation should include the following elements of an impact evaluation proposal:

1. Title
2. Brief general background: about the country and the main health problem(s) that the program will address
3. Description of the program: name, key objectives, components and interventions, target areas and target groups, key outcomes and target, placement targeting rules or participant selection criteria, start date, duration, implementing plan/timeline, implementing agency, funding
4. Conceptual framework or program theory
5. Evaluation questions, and why are those questions important for the program or policy makers?

## 6. Evaluation design

- a. Type of evaluation design: experimental or non-experimental; prospective or retrospective
- b. Impact estimation strategy: experimental, diff-in-diff, regression discontinuity, matching, IV; Mixed methods
- c. Identifying the treatment group
- d. Identifying the comparison group, how is that this group is similar to the treatment group?
- e. The proposed design should establish the validity of its impact estimates by how it addresses:
  - i. Confounding factors
  - ii. Selection processes
  - iii. Spillover effects
  - iv. Contamination
  - v. Impact heterogeneity
  - vi. Timing of program implementation and for outcomes to change
- f. Empirical model and estimation method
- g. Sampling design: power calculations for sample size of intervention and comparison groups; sampling domains [This part is optional]
- h. Qualitative component and mixed methods approach, if included
- i. Cost analysis, if included
- j. External validity of evaluation design
- k. Strengths and limitations of the evaluation design

## 7. Data collection plan

- a. Data sources: baseline, follow-up surveys; longitudinal or cross-sectional
- b. Instruments: questionnaires, modules, unit of observation, respondents
- c. Timing of data collection plan

## 8. Expected results

## 9. Deliverables (reports to be prepared)

## 10. Dissemination and communication plan

Impact evaluation proposals typically include the following sections:

- Organization
- Timeline
- Budget

Your group may consider including brief and general information on these aspects, but they are optional for this presentation.

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