

Theory Based Evaluation Impact Evaluation

Howard White

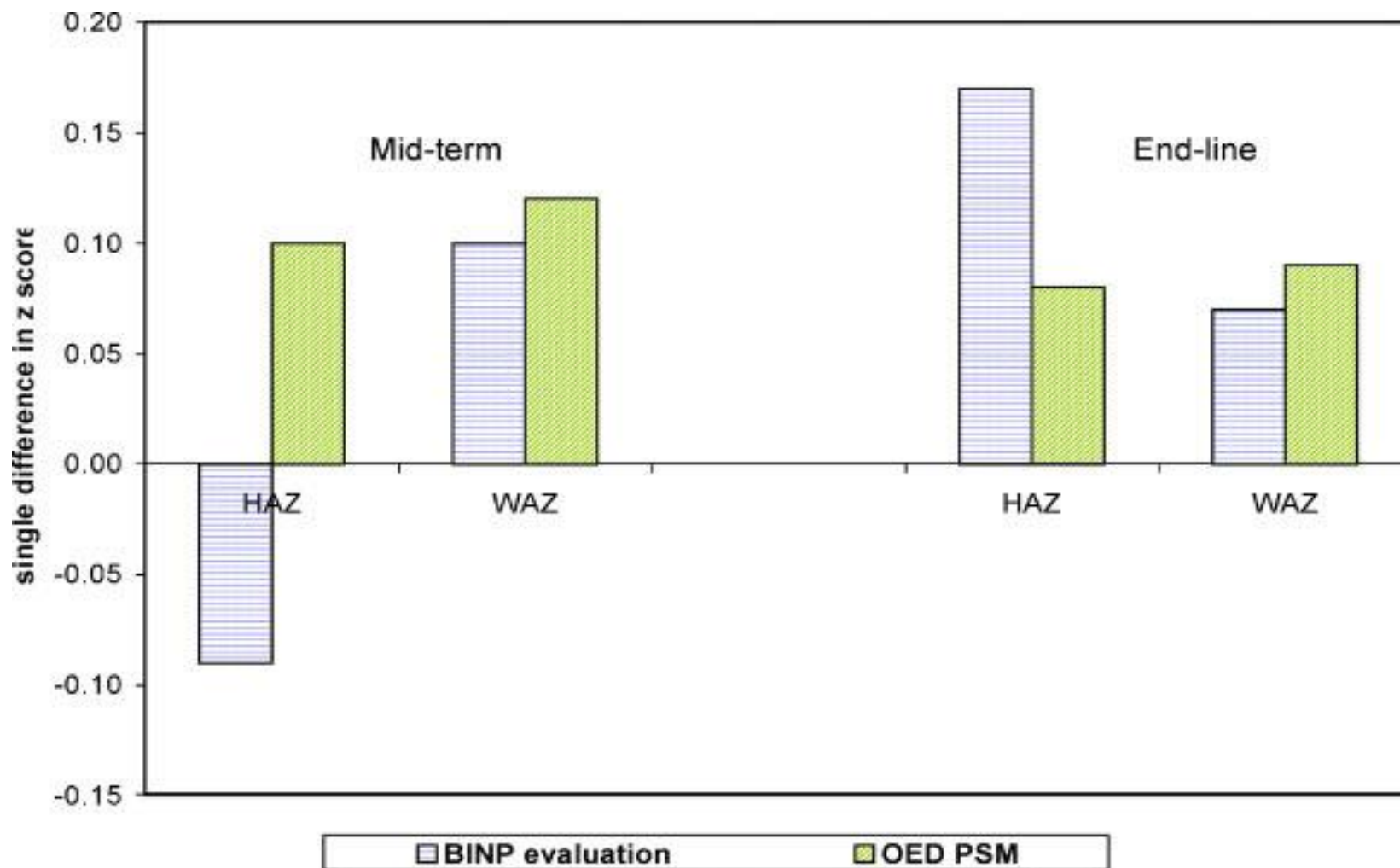
International Initiative for Impact Evaluation

Impact evaluation:
an example

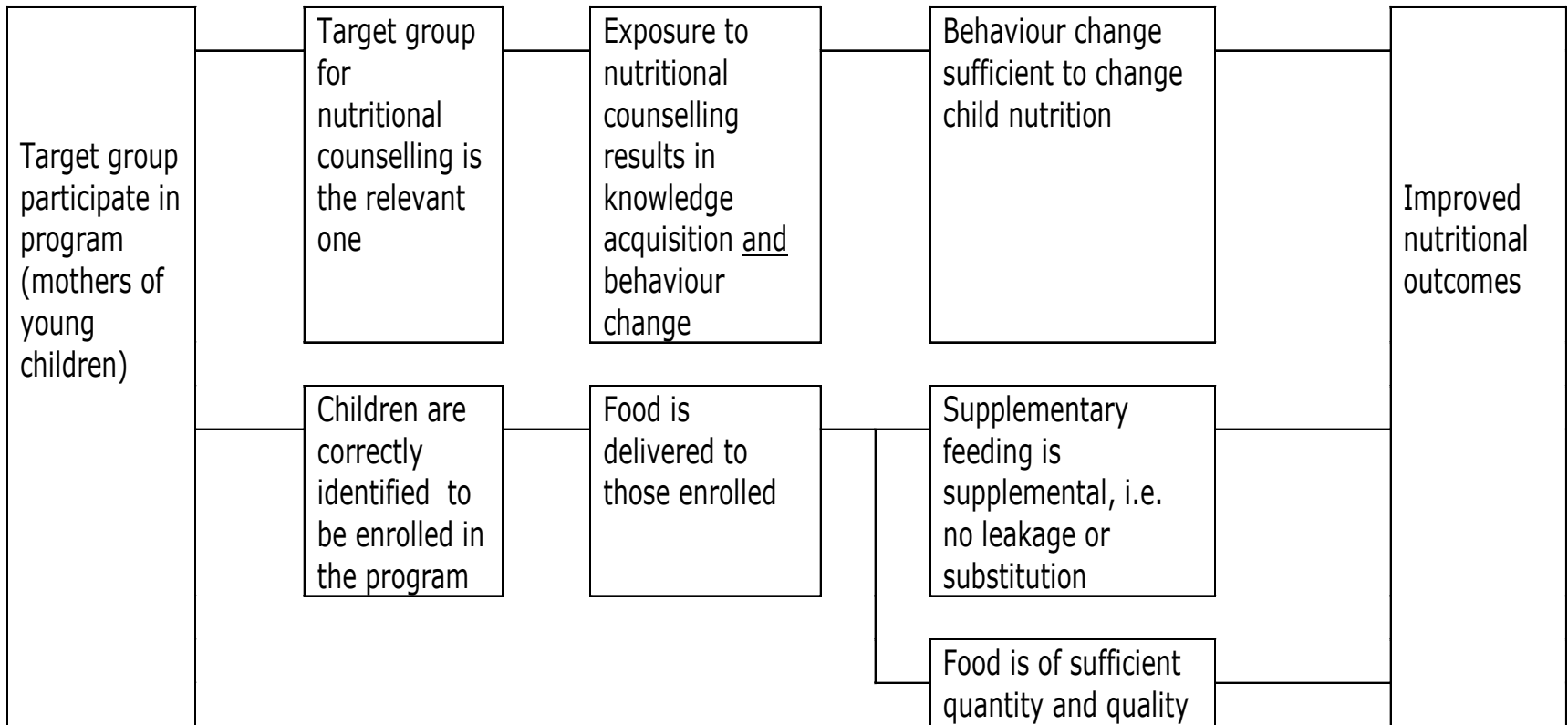


The case of the Bangladesh Integrated Nutrition Project (BINP)

Comparison of impact estimates



Summary of theory



The theory of change



Right target
group for
nutritional
counselling

Target group
participate in
program
(mothers of
young
children)

Target group
for
nutritional
counselling is
the relevant
one

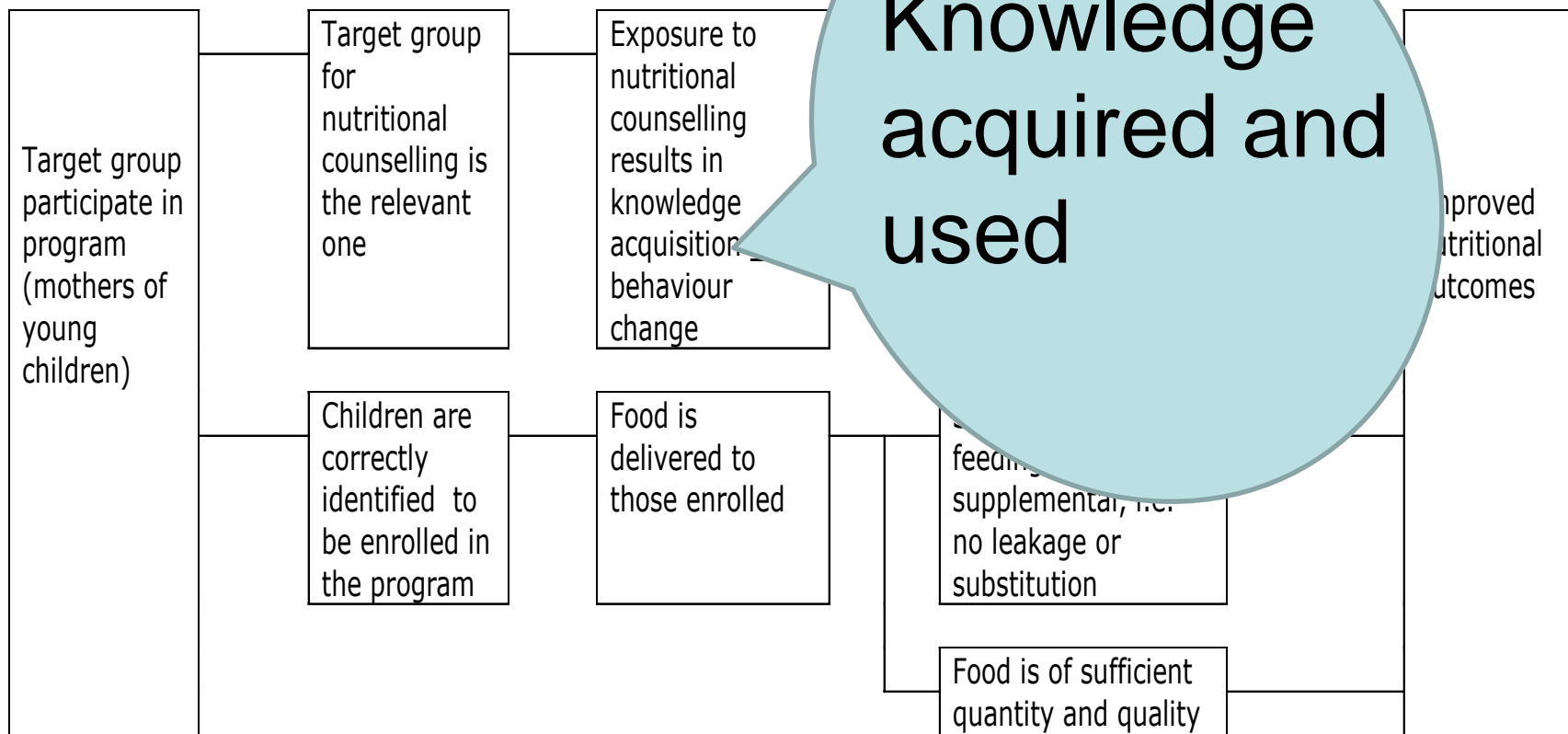
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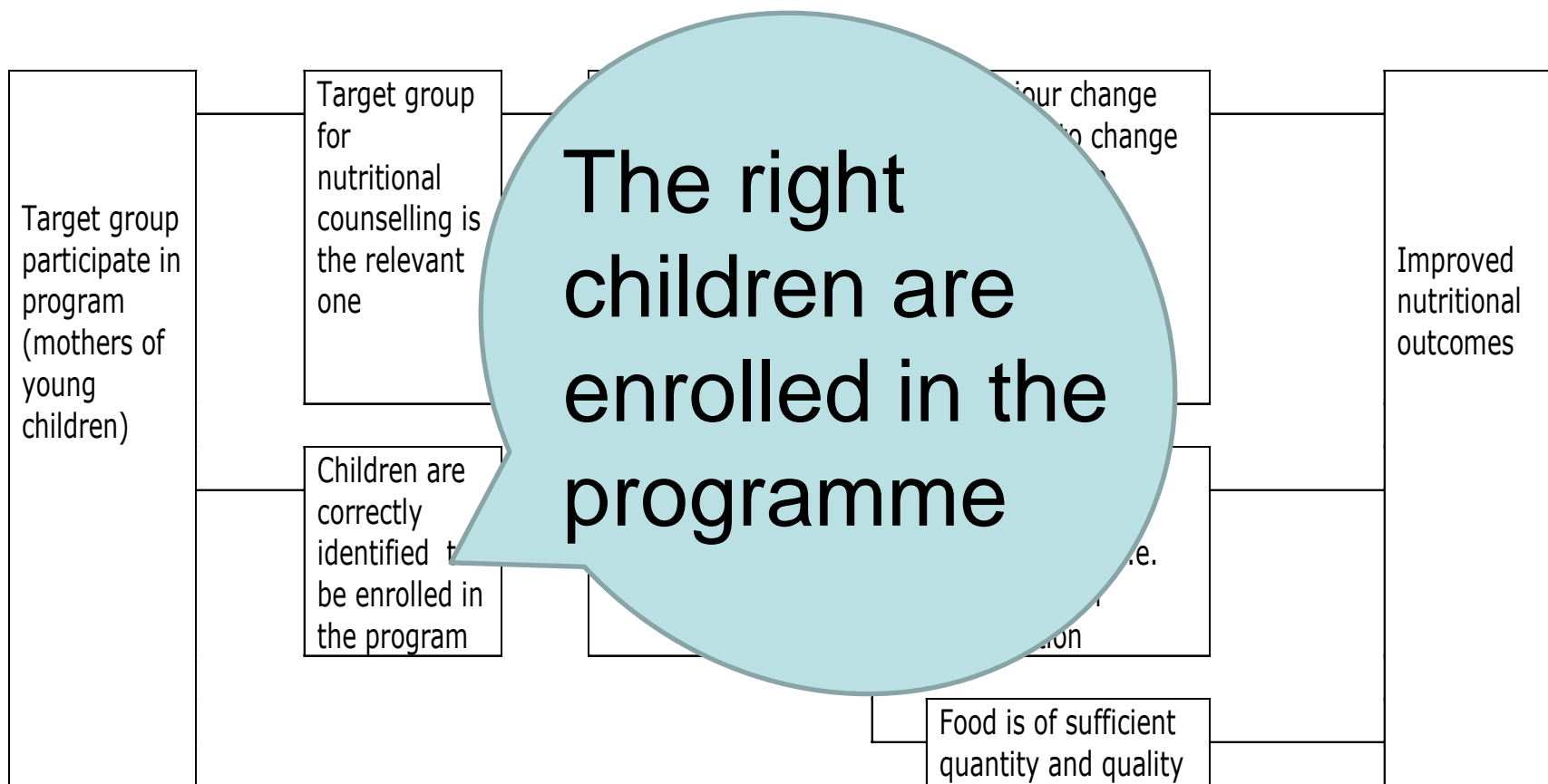
**PARTICIPATION
RATES WERE UP
TO 30% LOWER
FOR WOMEN
LIVING WITH THEIR
MOTHER-IN-LAW**

quantity and quality

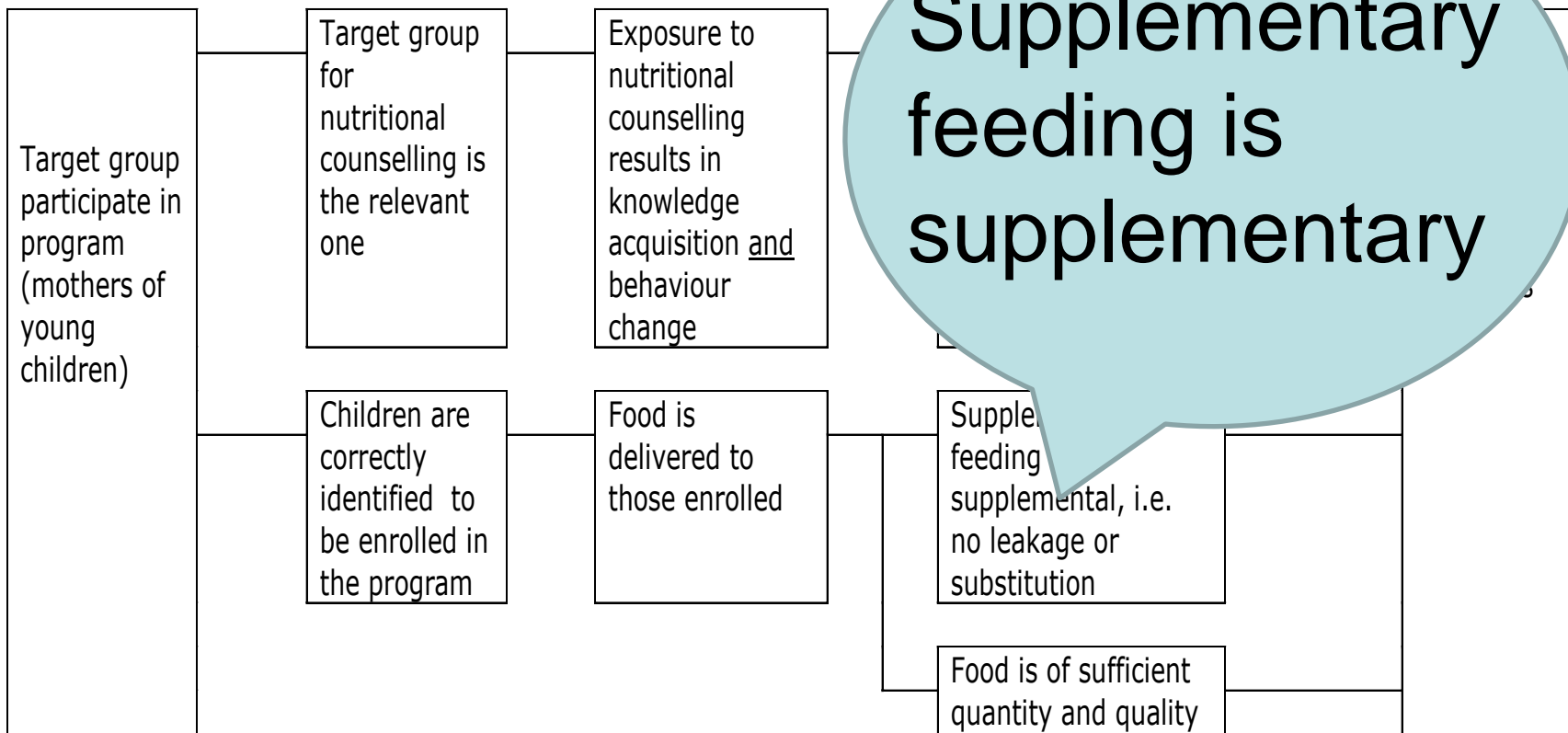
The theory of change



The theory of change



The theory of change



Lessons from BINP



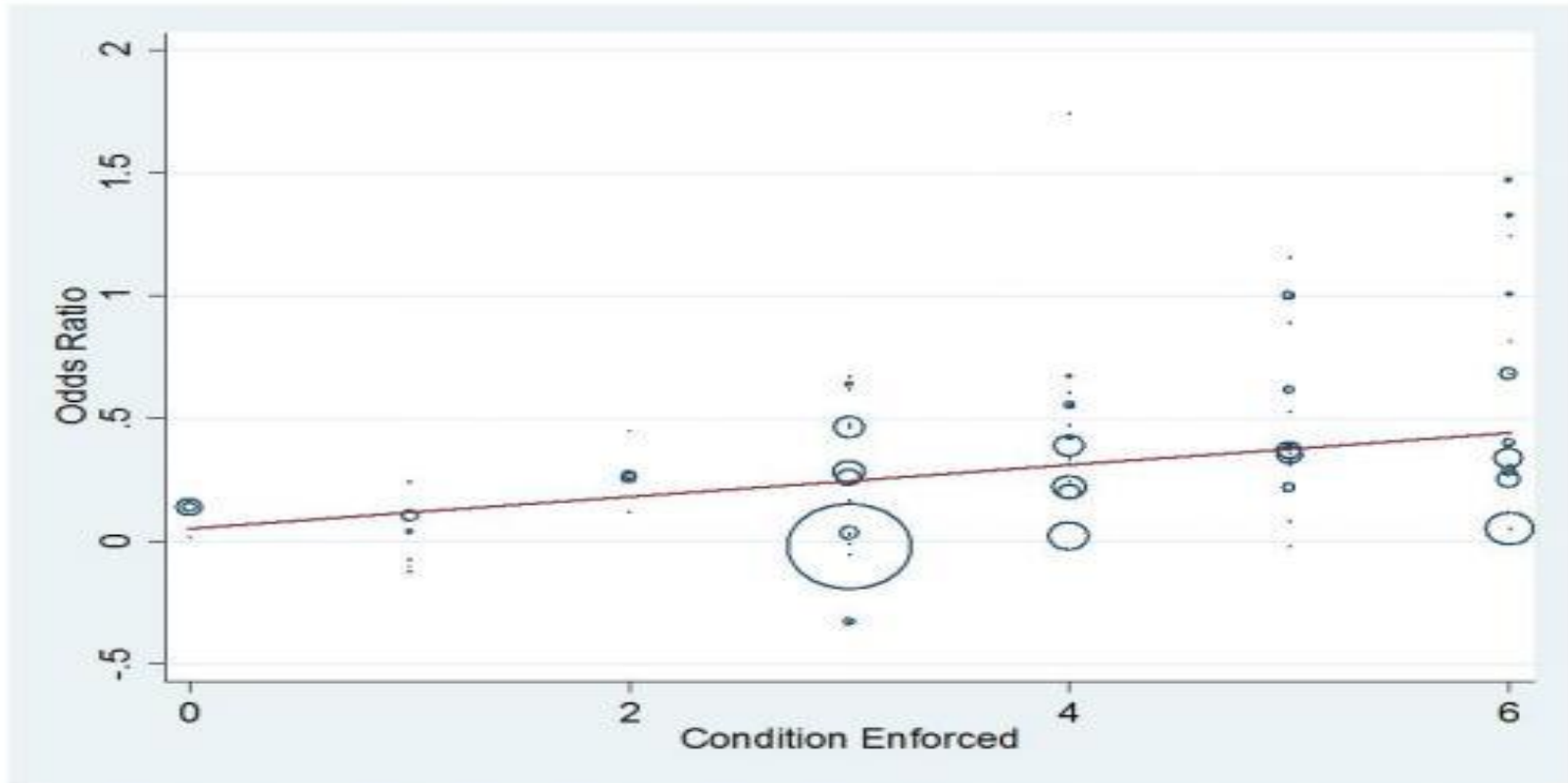
- Apparent successes can turn out to be failures
- Outcome monitoring does not tell us impact and can be misleading: only rigorous impact evaluation does this
- A theory based impact evaluation shows if something is working and why, and so has more lessons for policy
- But the attribution analysis matters

And theory leads to more nuanced questions

- E.g. conditional cash transfer second generation questions:
 - Conditions or not?
 - What sort of conditions?
 - Who to give money to?
 - How to give the money?
 - When and how often to give money?



Conditionality

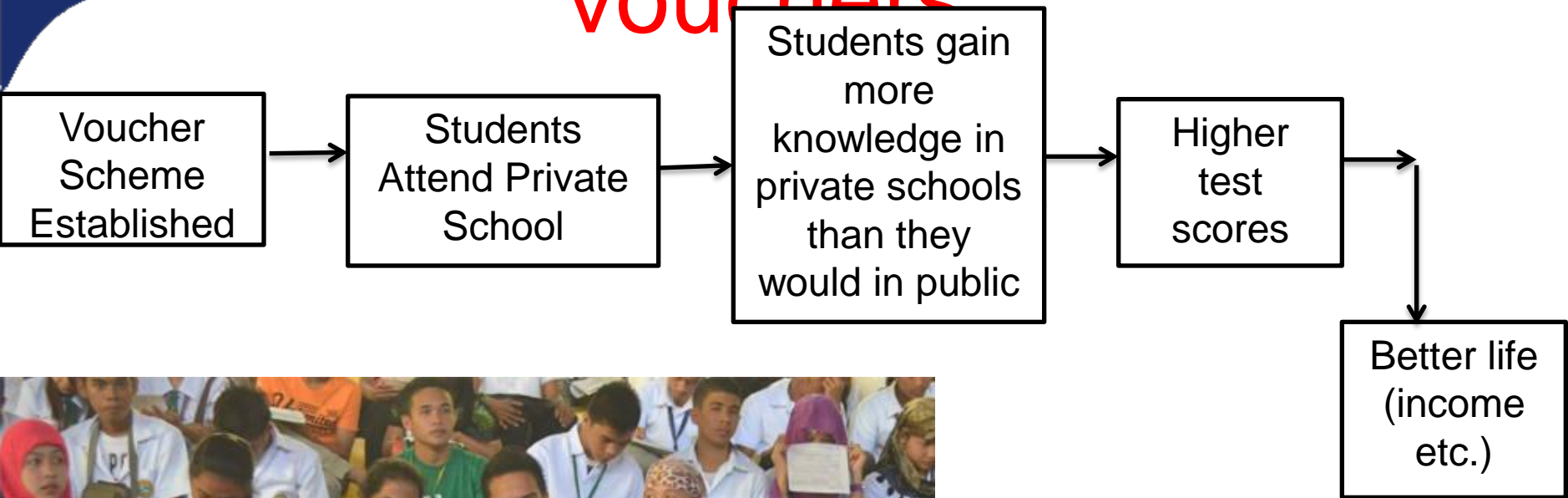


Children 60% more likely to be in school with conditionality which is monitored and enforced compared to no conditions

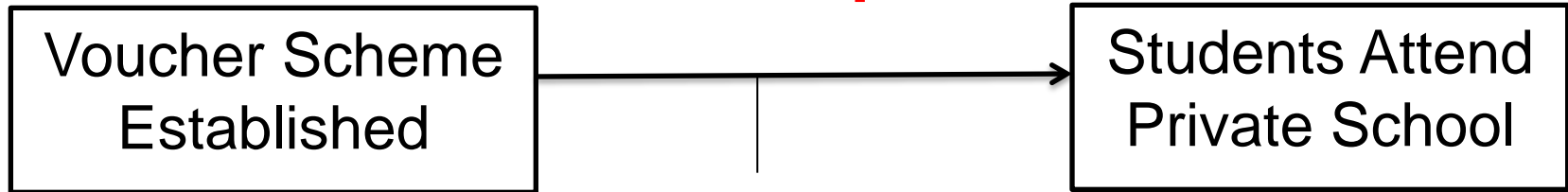
Theory of Change: School



vouchers



Possible Transmission Routes and Assumptions



Effective targeting
mechanism

Parents know about the
programme

Vouchers distributed

Vouchers provide sufficient
incentive for private school
attendance

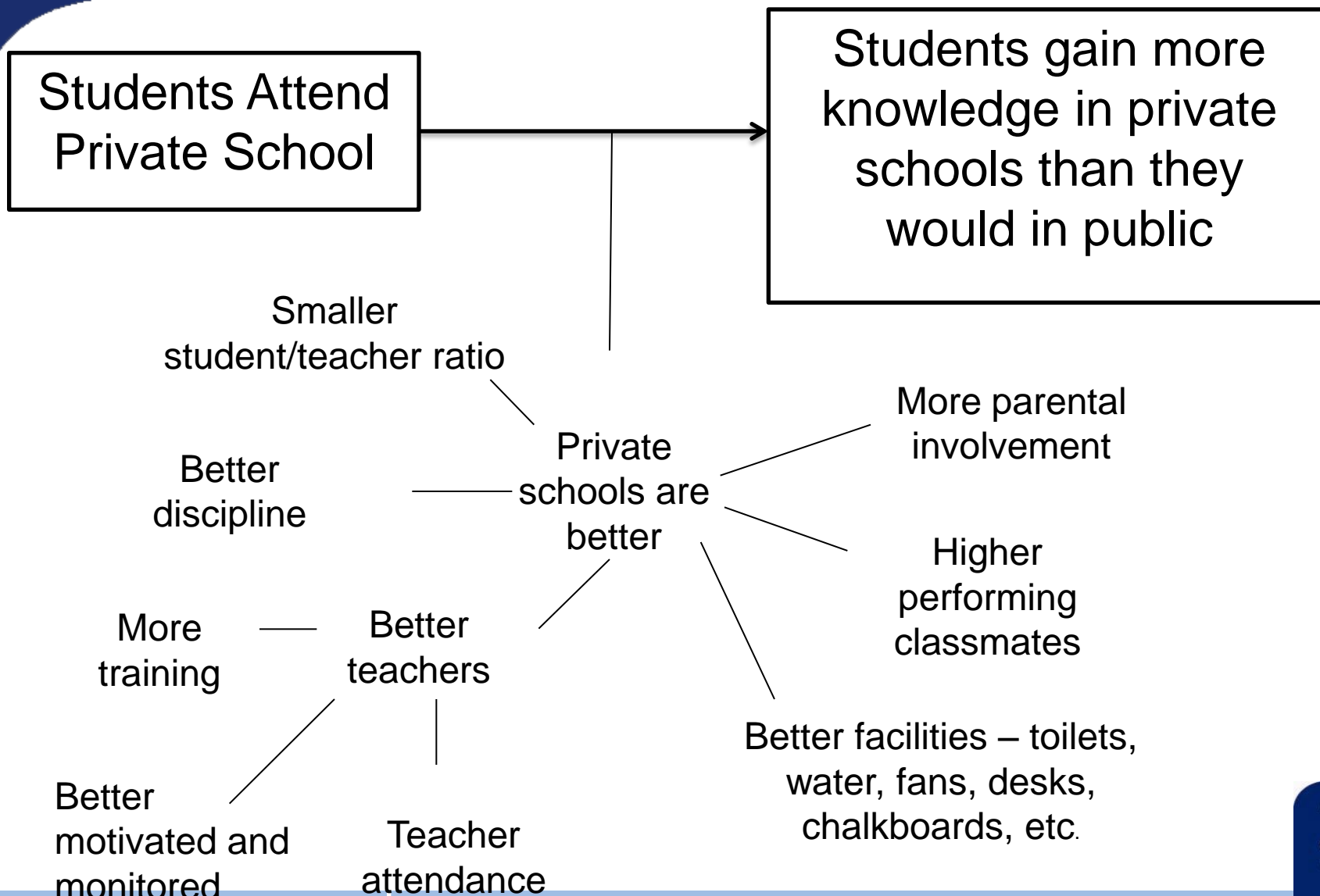
Children do not drop out in
favor of employment,
housework, etc.

Students
attend class

Students/parents do not prefer to keep children in
public school; e.g. due to distance, discrimination, etc.



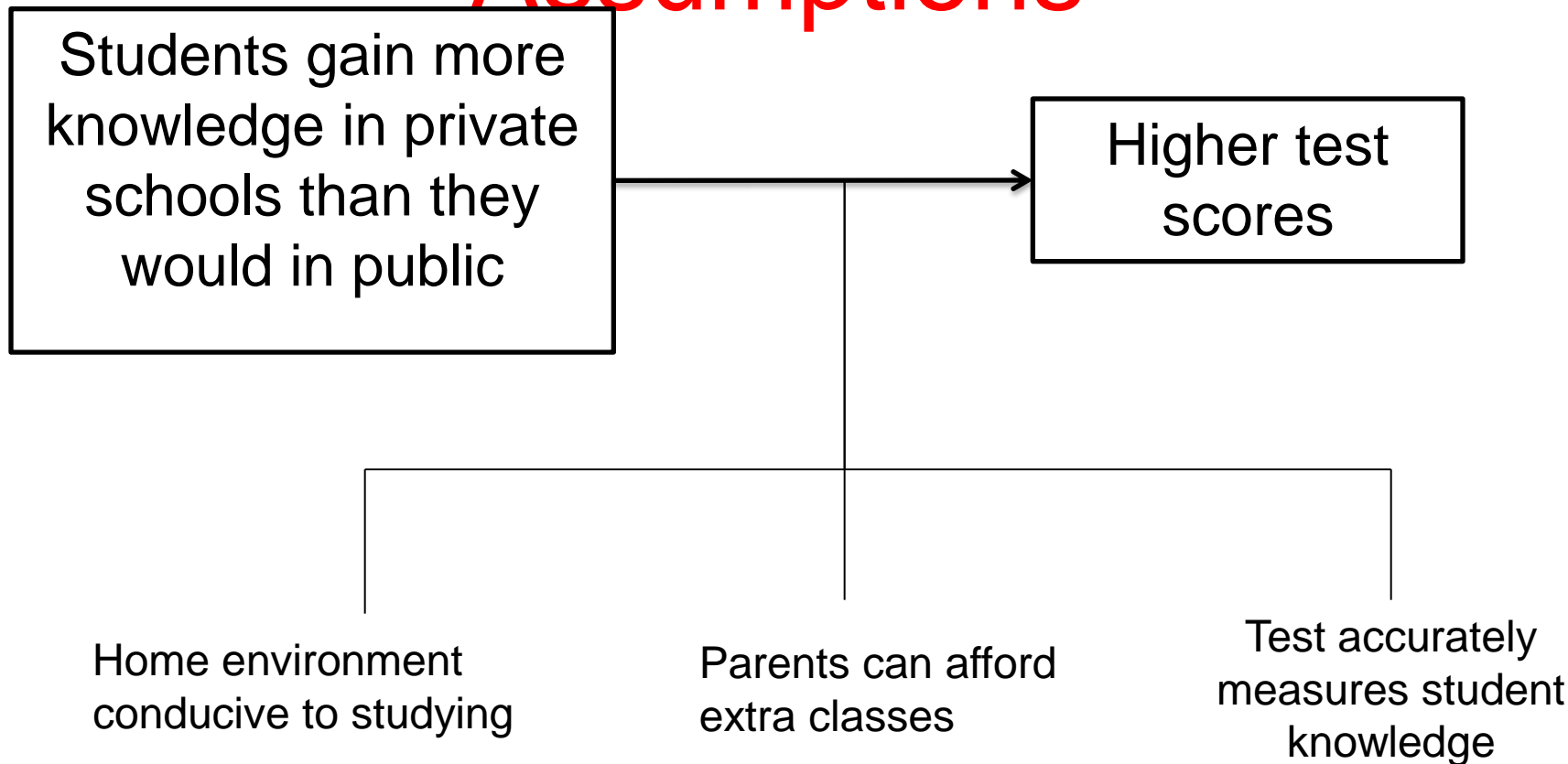
Possible Transmission Routes



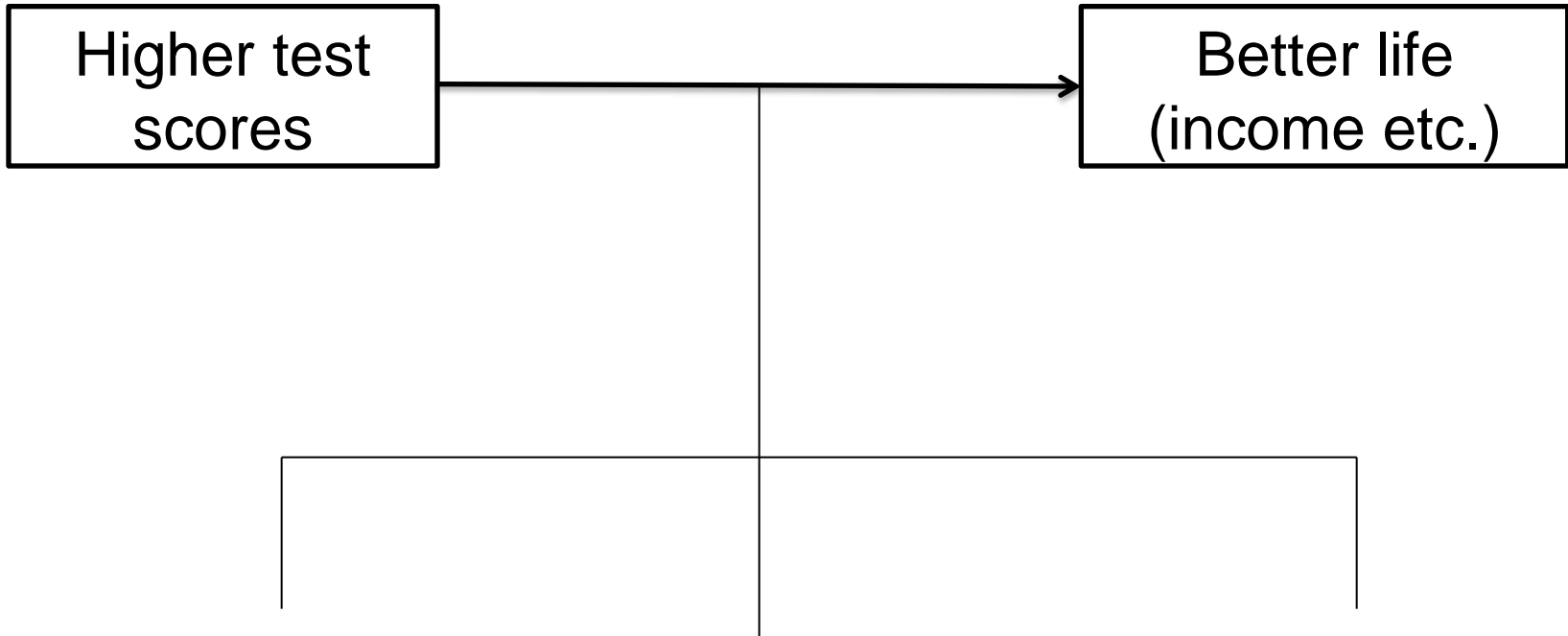
Transmission Routes and



Assumptions



Theory of Change: the upper reaches



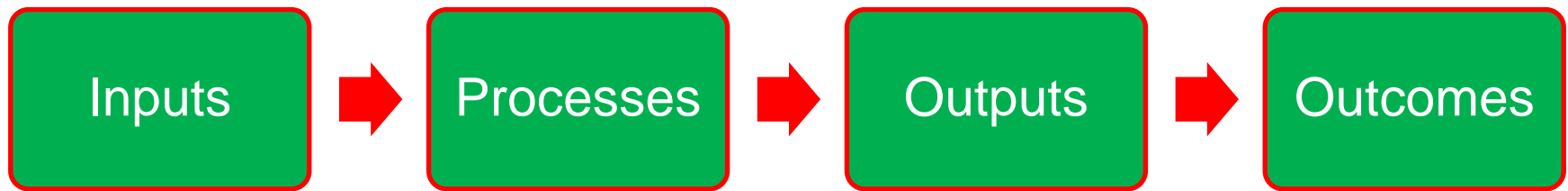
Test scores are valued by employers

Meritocracy in hiring

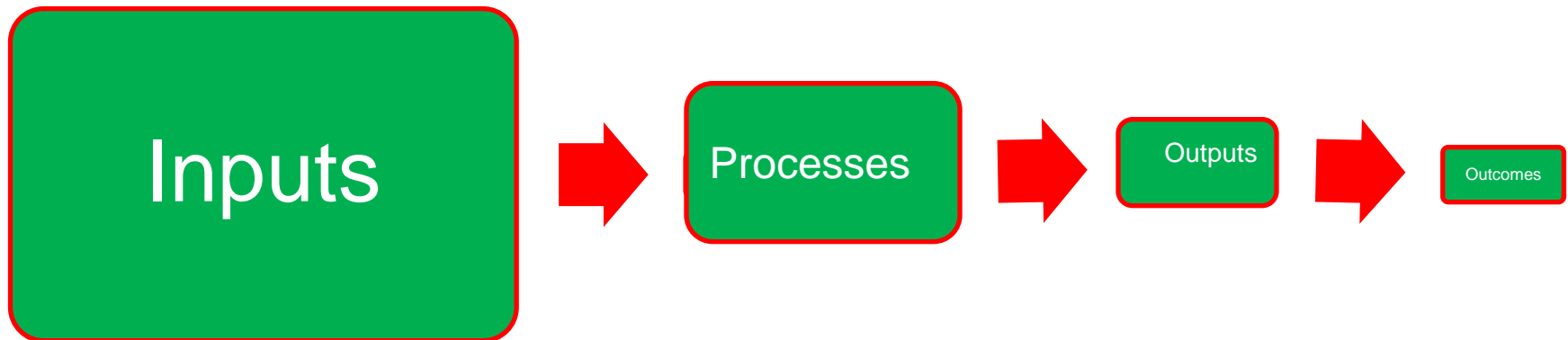
Education imparts other life skills

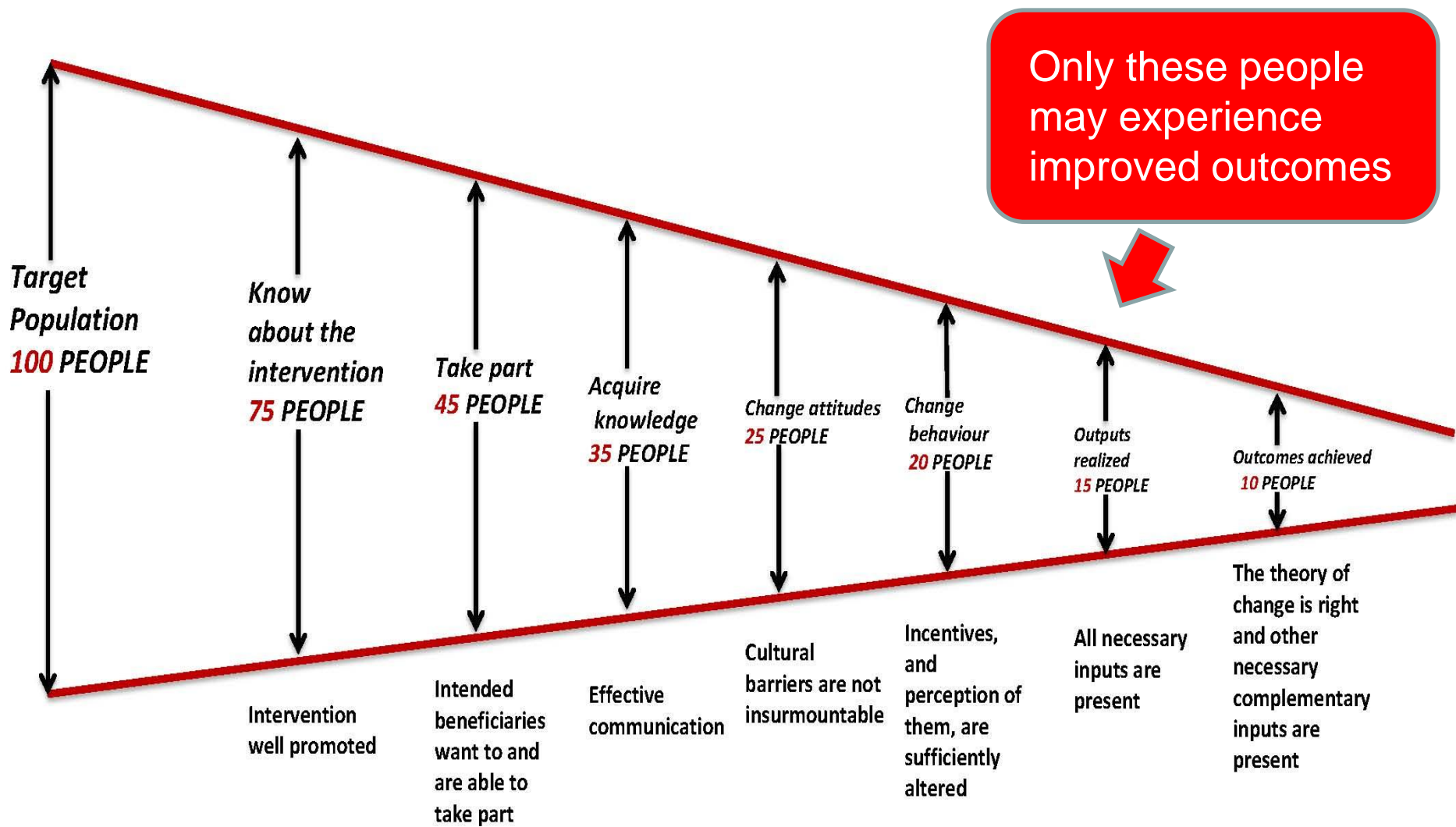


A typical theory of change



What it really looks like



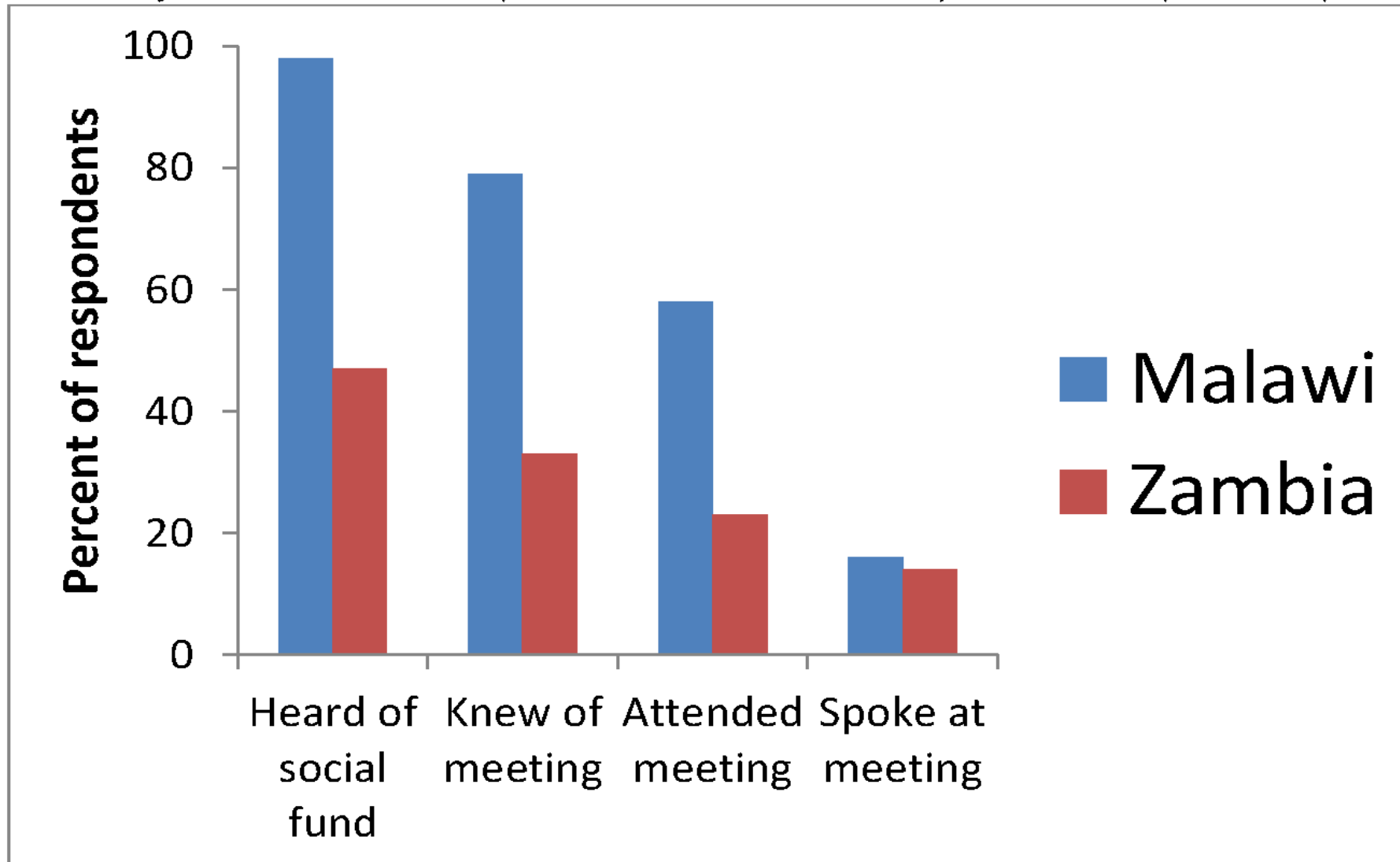


Funnel of Attrition

An example from social funds



The value of the indicator at each step in the causal chain is necessarily lower than the previous step

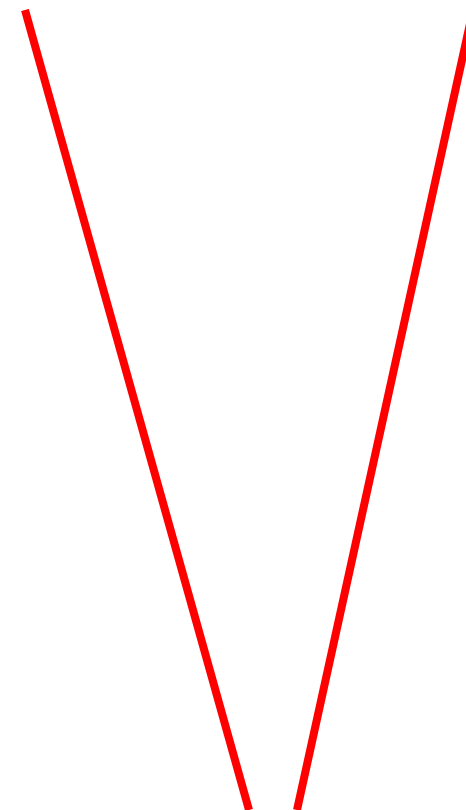


Source: data from [Social Funds: Assessing Effectiveness](#), World Bank, 2002.

The funnel operates within steps in the causal chain



- Show up
- Attend
- Stay awake
- Pay attention
- Understand
- Agree
- Absorb
- Retain
- Act



Many interventions fall at the first hurdle



- Free male circumcision: 25% if free down to just 10% with partial subsidy
- Pre-school in Mexico, fewer than 10% of parents who registered actually took part
- Insurance schemes typically less than 10% take up



And participation declines over time



- ½ households stopped using improved cookstoves by 8 month follow up survey
- Water treatment: fewer than 1/3 households using filters in Cambodia and pasteurising in Kenya after 3-4 years.. And only 5% disinfecting in Guatemala after just one year



The need for formative research

Texting:

- Parliamentarians
- Banking
- TB



නමෝ මරියනි, ප්‍රිය ප්‍රසාද
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 මුනව. — ආමෙන්

24 مارچ 2013
 عالمی یوم انسداد تپ دق
STOP TB in my lifetime
 ٹی بی کا خاتمہ
 میری زندگی میں ممکن ہے

Examples of weak links



Ghana cookstoves



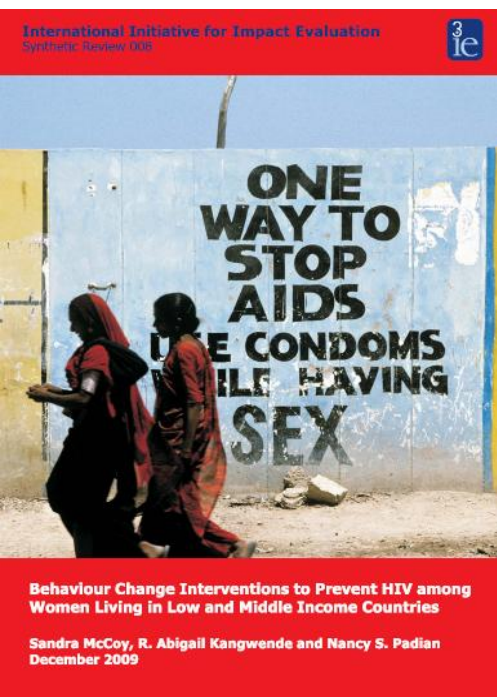
Improving hygiene in catering facilities in UK



Scared straight



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