# Results Cascade
# REFRESHER

Document, Monitor, Evaluate

March 27, 2017 SKILLS-BUILDING SESSION

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# Session Overview

- **Demystify the Results Cascade**

  - Really, it's easy

- **Remind you how it's done**

  - Process, outputs, and outcomes **(Quick Win)**

  - Result or impact from quick wins **(Results Cascade)**

- **Make it worth your while**

  - Document results

  - Replicate success

  - Adapt to success and setbacks

# Seven Habits of Highly Effective People

1. Be proactive

2. Begin with the end in mind

3. Put first things first

4. Think win-win

5. Seek first to understand, then to be understood

6. Synergize

7. Sharpen the saw (make sure you can do it)

Steven R. Covey, 1989

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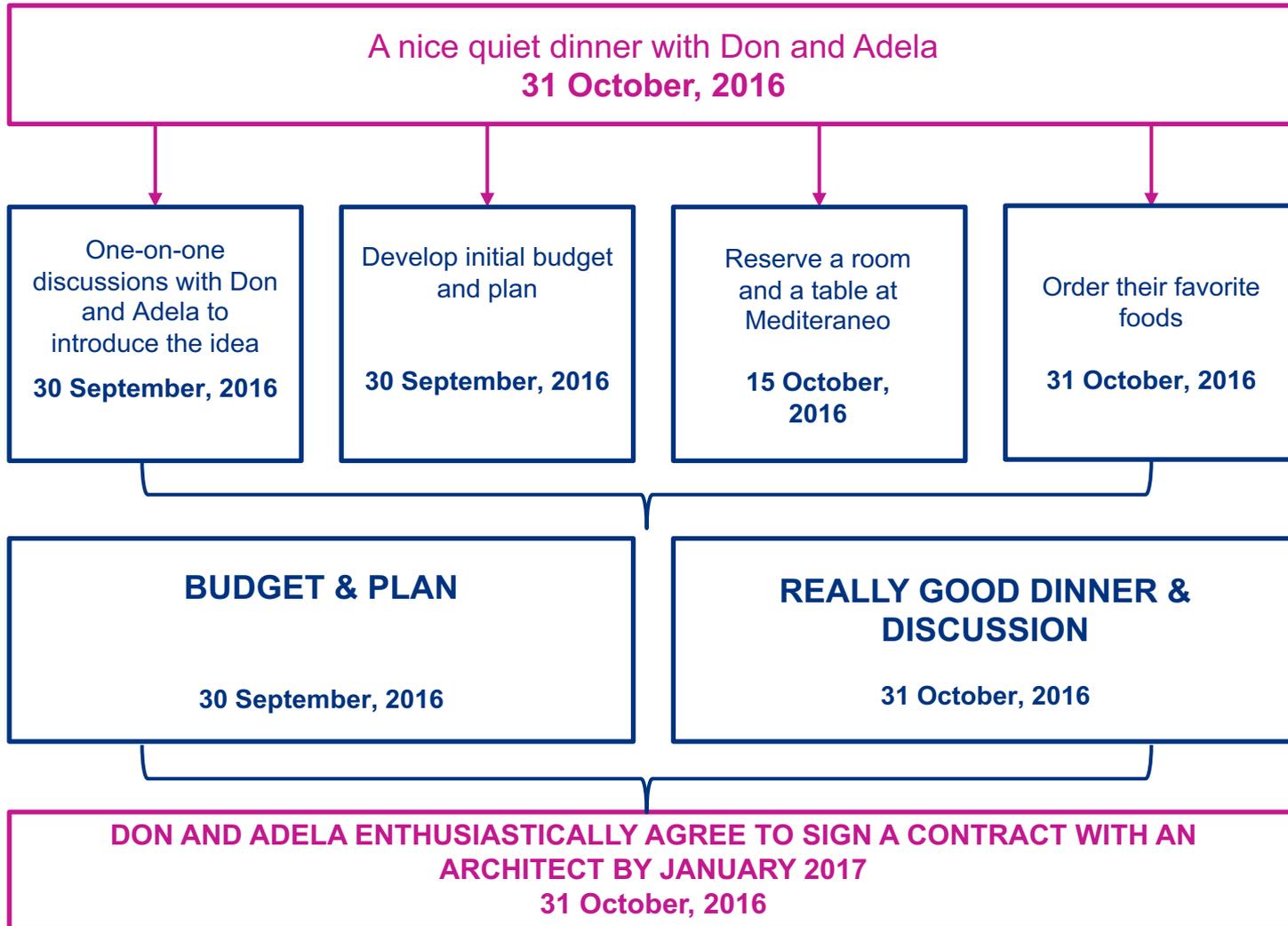7. Sharpen the saw (make sure you can do it)

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# Results Cascade Overview

**SMART Objective**

- Formative activities and dates
- Process Activities and dates
- Associated Outputs

**Quick Win**

- Description of the QW
- Date achieved

- Other important interventions / Outcomes towards the Broad Goal
- Other actors / players

**BROAD GOAL / IMPACT**

Happy Retirement for Beth & James

**Don and Adela agreee to sign a contract with an architect by January 2017**

AFP
A D V A N C E
**FAMILY PLANNING**

A nice quiet dinner with Don and Adela
**31 October, 2016**

| One-on-one discussions with Don and Adela to introduce the idea **30 September, 2016** | Develop initial budget and plan **30 September, 2016** | Reserve a room and a table at Mediteraneo **15 October, 2016** | Order their favorite foods **31 October, 2016** |

**BUDGET & PLAN**

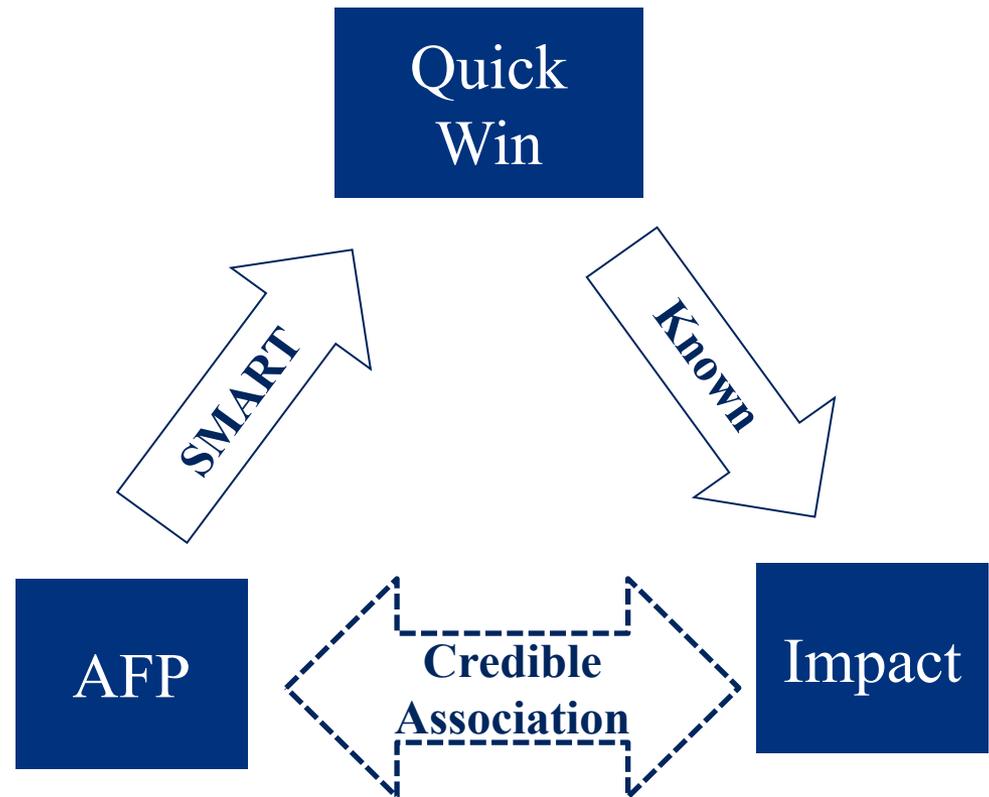**30 September, 2016**

**REALLY GOOD DINNER & DISCUSSION**

**31 October, 2016**

**DON AND ADELA ENTHUSIASTICALLY AGREE TO SIGN A CONTRACT WITH AN ARCHITECT BY JANUARY 2017**
**31 October, 2016**

# AFP M&E Theory of Change

- **Attaining a Quick Win is just the <u>first</u> in a series of steps to achieve impact**

- Linking advocacy actions to impact is extremely difficult and costly; however, …

- Investing in quick wins known to influence impact produces a credible association with the impact

Quick Win

SMART

Known

AFP

Credible Association

Impact

# Why is it worth it?

- Organizing a SMART advocacy strategy

- Identifying and overcoming obstacles/setbacks

- Refinement of advocacy activities

- Project management

- Fulfills reporting obligations

- **Connects process, quick wins, and impact**

# Why is the Results Cascade useful for advocates?

- To record and share the work and what happened

- To replicate the strategies and tactics used

- To demonstrate strategic expertise to donors and others

- To show that policies fulfill their intent

- To ensure that individual efforts lead to long-term change

**Example Results Cascade**

## Ministry of Health (MOH) Addresses Contraceptive Stock-outs

MOH report on reproductive health commodity security says the long procurement process is a critical cause of contraceptives stock-outs (**September 2012**)

| | | | |
|---|---|---|---|
| Pledge Guarantee proposed as an advocacy option to cushion delays in procurement<br><br>**June 2013** | Further assessment finds Framework Contract more relevant than the Pledge Guarantee<br><br>**September 2013** | Dialogue initiated with the Contraceptive Security Committee<br><br>**October 24, 2013** | Meeting with MOH expert proposes inclusion of Implanon in the Framework Contract<br><br>**Oct. 2013–July 2014** |

**OUTPUTS**

Agreement by the Contraceptive Security Committee to work on a Framework Contract

**October 24, 2013**

**OUTPUTS**

Agreement on proposal to include three FP commodities in the Framework Contract

**June 28, 2014**

**QUICK WIN**
MOH approves inclusion of Implanon in the Framework Contract procurement model
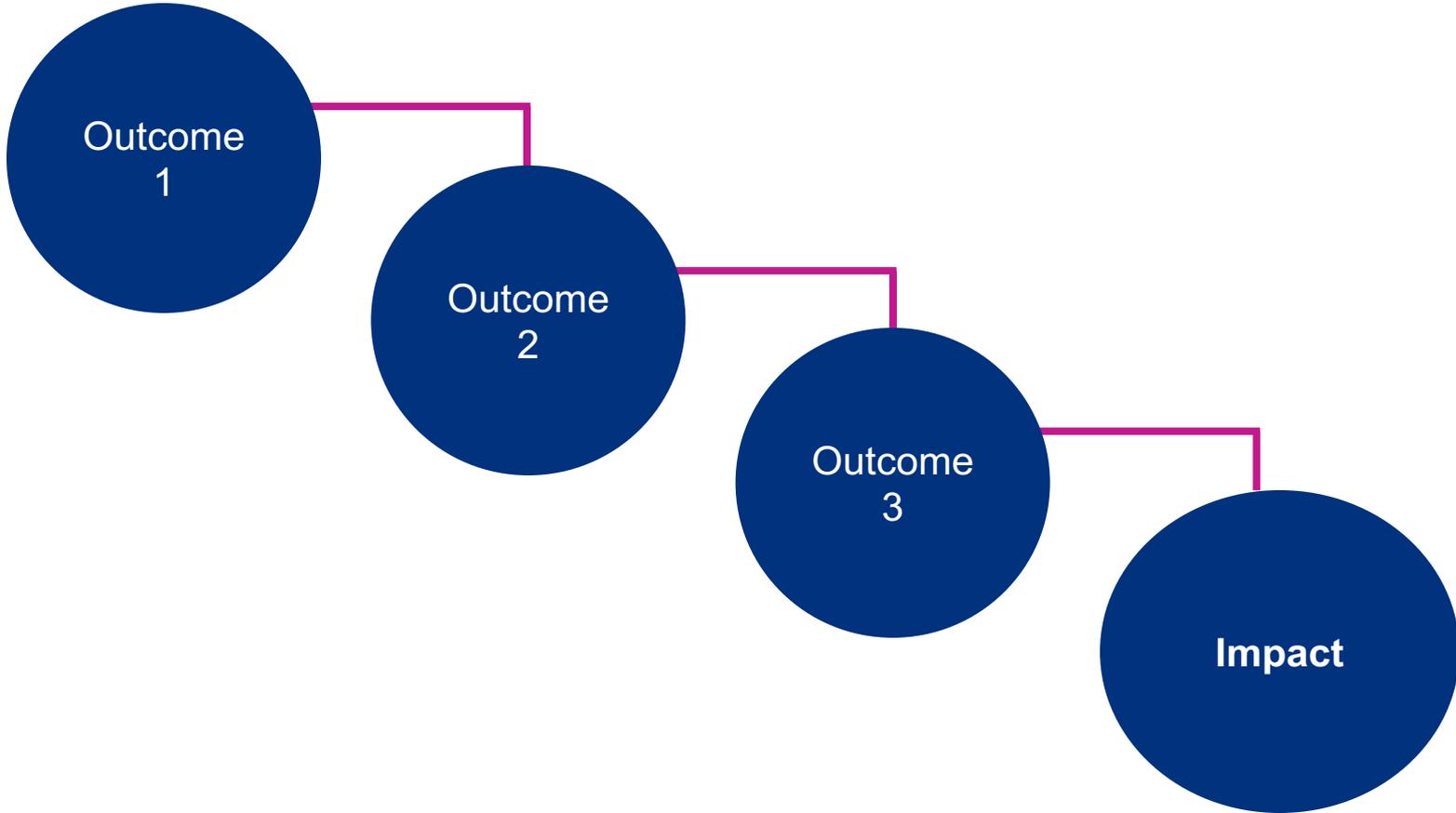Date of Accomplishment: **July 22, 2014**

# QUICK WIN

MOH approves inclusion of Implanon in the Framework Contract procurement model
Date of Accomplishment: **July 22, 2014**

**AFP Results Cascade**

**OUTCOME 1**
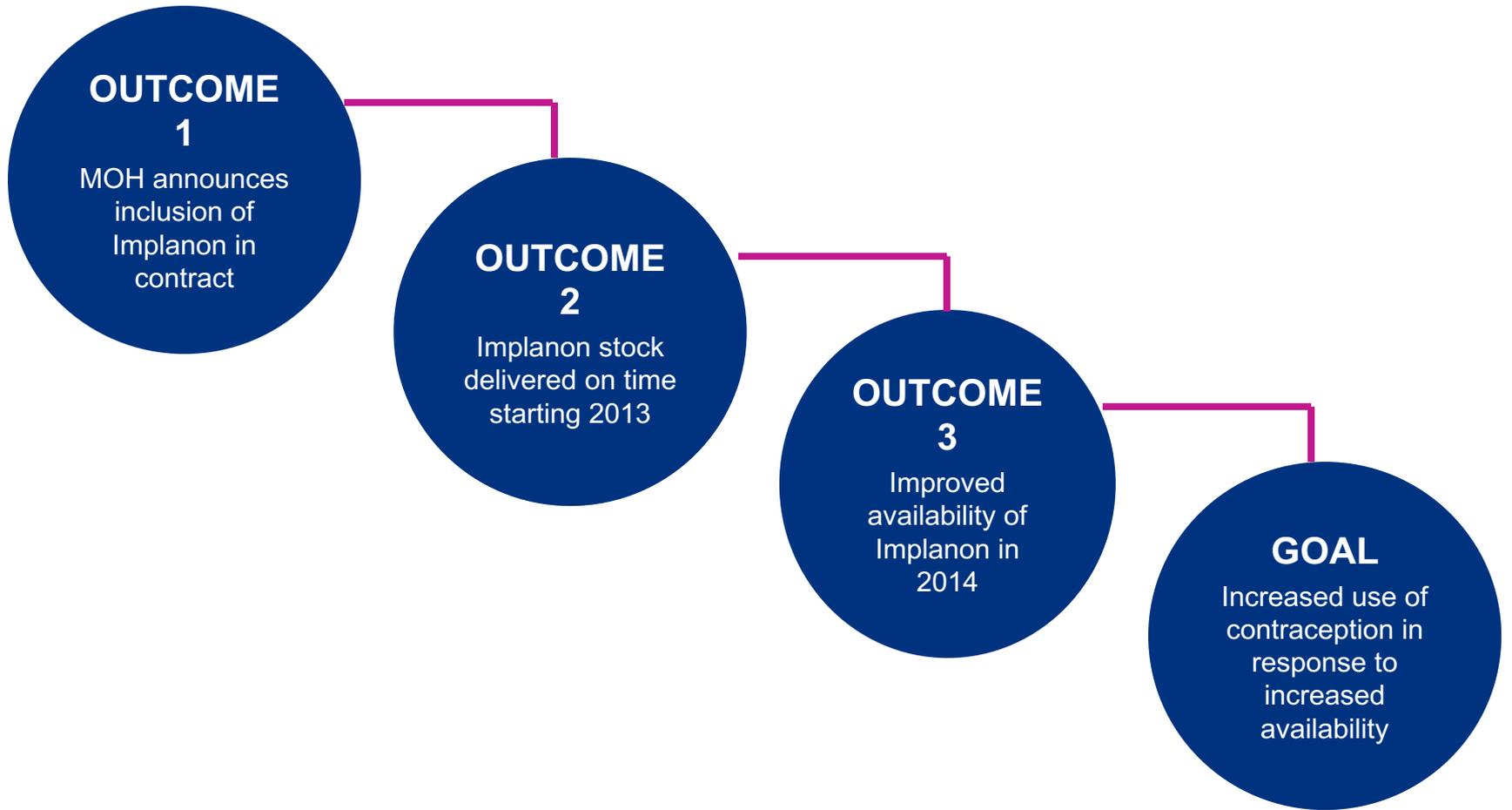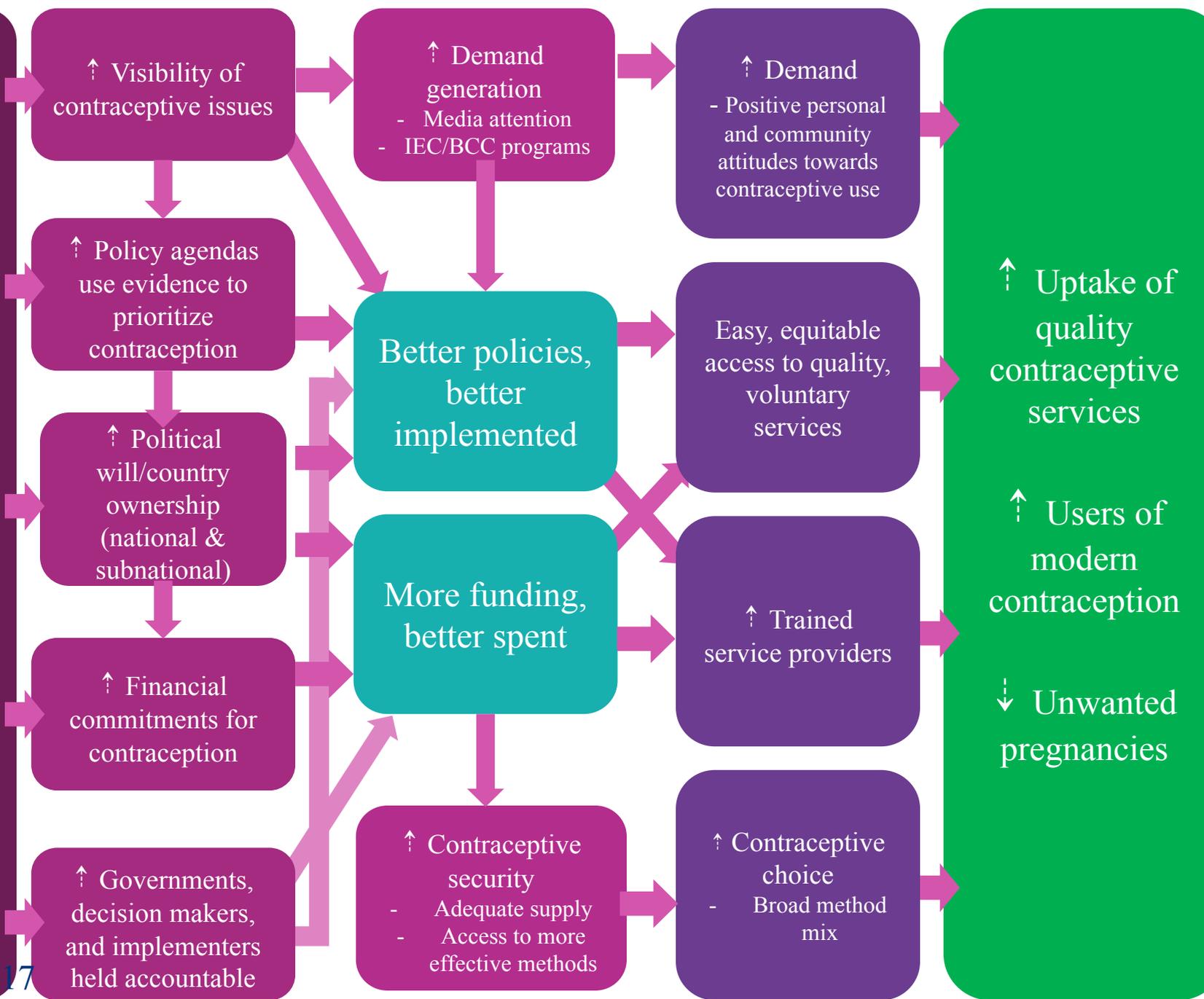MOH announces inclusion of Implanon in contract

**OUTCOME 2**
Implanon stock delivered on time starting 2013

**OUTCOME 3**
Improved availability of Implanon in 2014

**GOAL**
Increased use of contraception in response to increased availability

**Data Source:** Procurement and stock status data at facility level with the national Contraceptive Security Committee

AFP SMART advocacy to support FP2020 goals

↑ Visibility of contraceptive issues

↑ Policy agendas use evidence to prioritize contraception

↑ Political will/country ownership (national & subnational)

↑ Financial commitments for contraception

↑ Governments, decision makers, and implementers held accountable

↑ Demand generation
- Media attention
- IEC/BCC programs

↑ Demand
- Positive personal and community attitudes towards contraceptive use

Better policies, better implemented

More funding, better spent

↑ Contraceptive security
- Adequate supply
- Access to more effective methods

Easy, equitable access to quality, voluntary services

↑ Trained service providers

↑ Contraceptive choice
- Broad method mix

↑ Uptake of quality contraceptive services

↑ Users of modern contraception

↓ Unwanted pregnancies

4/14/17

# AFP's Theory of Change

| 1. Regulation change or budget allocated | 2. Policies change & resources increase & improve FP | 3. Change in provision of FP services | 4. Change in quality & use of FP services |
| --- | --- | --- | --- |

**At each step**

- Identify barriers and opportunities with AFP SMARTs

- Document and communicate quick wins

- Evaluate the decisions needed to continue progress toward impact

- Examine data to inform next steps in advocacy

- Evaluate the feasibility of taking the next step

# Step 1—
# FP Policy Change/Allocation of Resources

- <u>Kenya Quick Win</u>

  Siaya, Kakamega, Tharaka Nithi and Kitui counties allocate a combined total of $246,279 to FP Fiscal Year 2015/2016

- <u>Documentation</u>

  County budgets and annual reports

- What additional documentation could be provided?
- Is it feasible to move to Step 2? If not, why not?

| 1. Policy change or budget allocated | 2. Policy change & resources improve FP access | 3. Change in provision of FP services | 4. Change in quality & use of FP services |
|---|---|---|---|

# Step 2—Policy Change & Resources increase and improve FP

## DRC Quick Win

After DRC's commitment to FP2020, the government purchases S$300,000 worth of contraceptives

## Documentation

Programme National de Santé de la Reproduction (PNSR)

- What additional documentation could be provided?
- Is it feasible to move to Step 3? If not, why not?

| 1. Policy change or budget allocated | 2. Policy change & resources increase & improve FP access | 3. Change in provision of FP services | 4. Change in quality & use of FP services |
|---|---|---|---|

# Step 3— Change in Provision of FP Services

- **Zanzibar Quick Win**

  After refresher trainings for forecasting FP commodities for key staff in 10 districts, reduced stock outs and increased availability and access to FP commodities

- **Documentation**

  Reports from the Tanzania health system

- What additional documentation could be provided?

- Is it feasible to move to Step 4? If not, why not?

| 1. Regulation change or budget allocated | 2. Policy change & resources increase & improve FP access | 3. Change in provision of FP services | 4. Change in quality & use of FP services |
|---|---|---|---|

# Step 4—
# Change in Quality & Use of FP Services

- **Indonesia**

  In Karanganyar district, after funds are disbursed, provision of long-acting contraceptive methods improves and use increases (32,4%-34,2%)

- **Documentation**

  Reports from village FP teams. District service statistics from the government (BKKBN)

- What other data do you need to move forward?

- Are they ready to scale-up? Why or Why not?

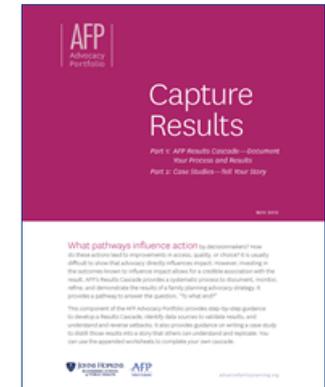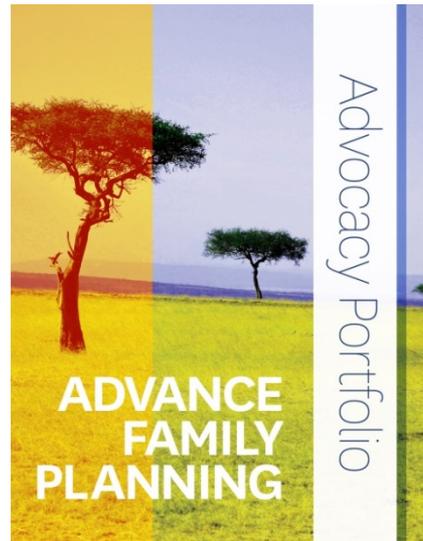| 1. Policy change or budget allocated | 2. Policy change & resources increase & improve FP access | 3. Change in provision of FP services | 4. Change in quality & use of FP services |
|---|---|---|---|

# In Summary

- **Results Cascade are helpful & should not be intimidating**

- **They document how quick wins lead to impact**

- **They help others understand our success**

# For More Information

AFP Advocacy Portfolio: http://advancefamilyplanning.org/portfolio

# Definitions and Key Concepts

- **Broad Goal/Impact**

  - Long-term outcome that describes the overall mission or purpose

    *Example: 120 million more women use contraception*

- **Objective**

  - Brief, SMART statement of intent describing the result being pursued

    - SMART: specific, measurable, attainable, relevant, time-bound

    *Example: Government budget for contraceptives increases by 10% by June*

# Definitions and Key Concepts

- **Quick Win/Outcome**

  - Discrete, critical policy or funding decision that must occur in the near term to achieve a broad goal

    *Example: Government allocates 10% more for contraceptives in June*

- **Process Activities and Outputs**

  - Key activities required to achieve the Quick Win; activities result in outputs

    *Example: Family planning stakeholders meet with members of Parliament to solicit their support for an FP funding allocation*

# What is the Results Cascade?

- **Clearly and simply presents**
  - Advocacy activities/outputs
  - Outcomes/quick wins
  - Intended impact
  - Pathways that influence action and impact

- **Is a way to**
  - Assess results and opportunities to refine strategy
  - Document the actors and activities that generate change
  - Track policy implementation and contributions to impact

# Using the Decision Tree

- **Look ahead**—see how one Quick Win will influence another or change the strategy

- **Put advocacy in context**—which data can you monitor to track that advocacy is having an impact?

- **Focus on follow-through**—monitor how well policies are known and being implemented

- **Look beyond your own efforts**—which activities do others need to take up?



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