

Approaches for Behavior Change Programs that Improve Financial and Social Empowerment and Health of Adolescent Girls

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An Initiative of 

The logo for "freedom from Hunger". The word "freedom" is written in a large, orange, cursive font. Below it, the words "from Hunger" are written in a smaller, black, sans-serif font.

Agenda/Expectations

Review of Learning Games for Girls

Hierarchy of Objectives

Review of Evaluation Methods

Benefits and Challenges of Randomized Control Trials

Lessons Learned – Conducting Evaluations with Adolescents

Conclusion



Freedom from Hunger



Freedom from Hunger is an international private voluntary organization that brings innovative and sustainable solutions to the problems of chronic hunger and poverty

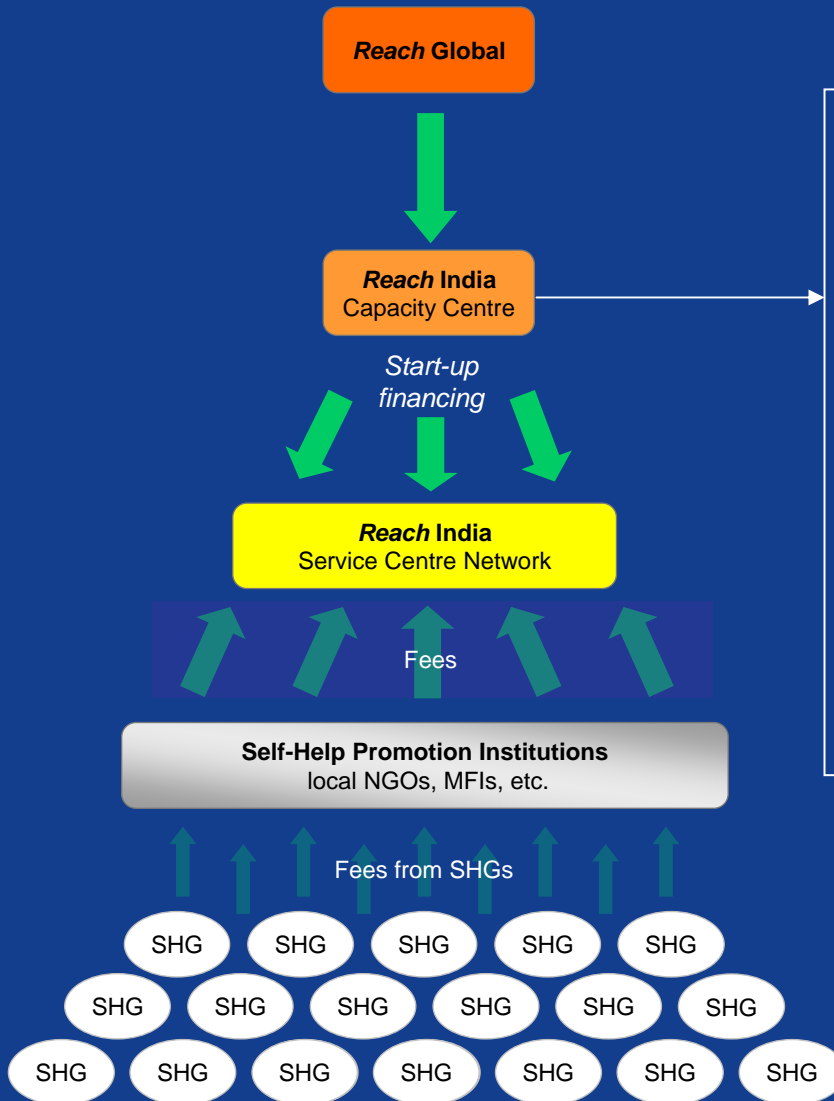


Reach India

- A network of low-cost service centers currently operating in east and northeast India.
- Supported by Freedom from Hunger, Reach India delivers proven self-help services.
- Working with adolescent girls is a new target group for FFH and Reach India.



Leverage for Scale



- CEO
- Operation Manager — being recruited
- Training Specialist (02)
- Business Dev. Manager
- Finance Manager
- Research Coordinator
- Support Officer
- IT Officer

Sri Mayapur Vikas Sangha (SMVS)

- **A nonprofit organization based in Mayapur, Nadia in West Bengal, India.**
- **Programs include micro-credit (through the self-help group platform), micro-enterprise development, water development, female literacy, ICT-based global classmates, and community health.**
- **Work with 800 self-help groups**
- **Adolescent girls are a new target group**



Learning Games for Girls

These are tested, proven lessons designed specifically for adolescent girls that are built upon the following principles:

Respect
Affirmation
Relevance
Dialogue
Engagement
Immediacy
20/40/80 Rule
Thinking, Acting,
Feeling
Safety

+
Fun and Playful
Built upon existing
local songs, games
and skits that girls play



Learning Games for Girls Module Topics

- Getting to Know Each Other

Finance Module

- Ways to Save Money
- Steps of Bargaining
- What to Spend Money On
- Making a Savings Plan

Health Module

- Diarrhea
- Practicing Hand washing
- Knowing our Bodies
- Food and The Flag
- How to Protect Against HIV/AIDS



Product and Evaluation Design Process

Literature Review



“Winning
Championship”

Draft Evaluation Objectives

Field Market Research

Refined Evaluation and Learning Objectives



“Scoring Goal”

Drafted Learning Games



“Knowing the Game,
Winning Attitude,
Developing the Skills”

Field-tested Games

Pilot of Program (Evaluation and Program Purposes)

Revised Games

Revised Evaluation Objectives

Finalized Games

Finalized Evaluation Objectives

Baseline Conducted

Program Launch

Ongoing Monitoring

Etc....

Monitoring and Evaluation Components

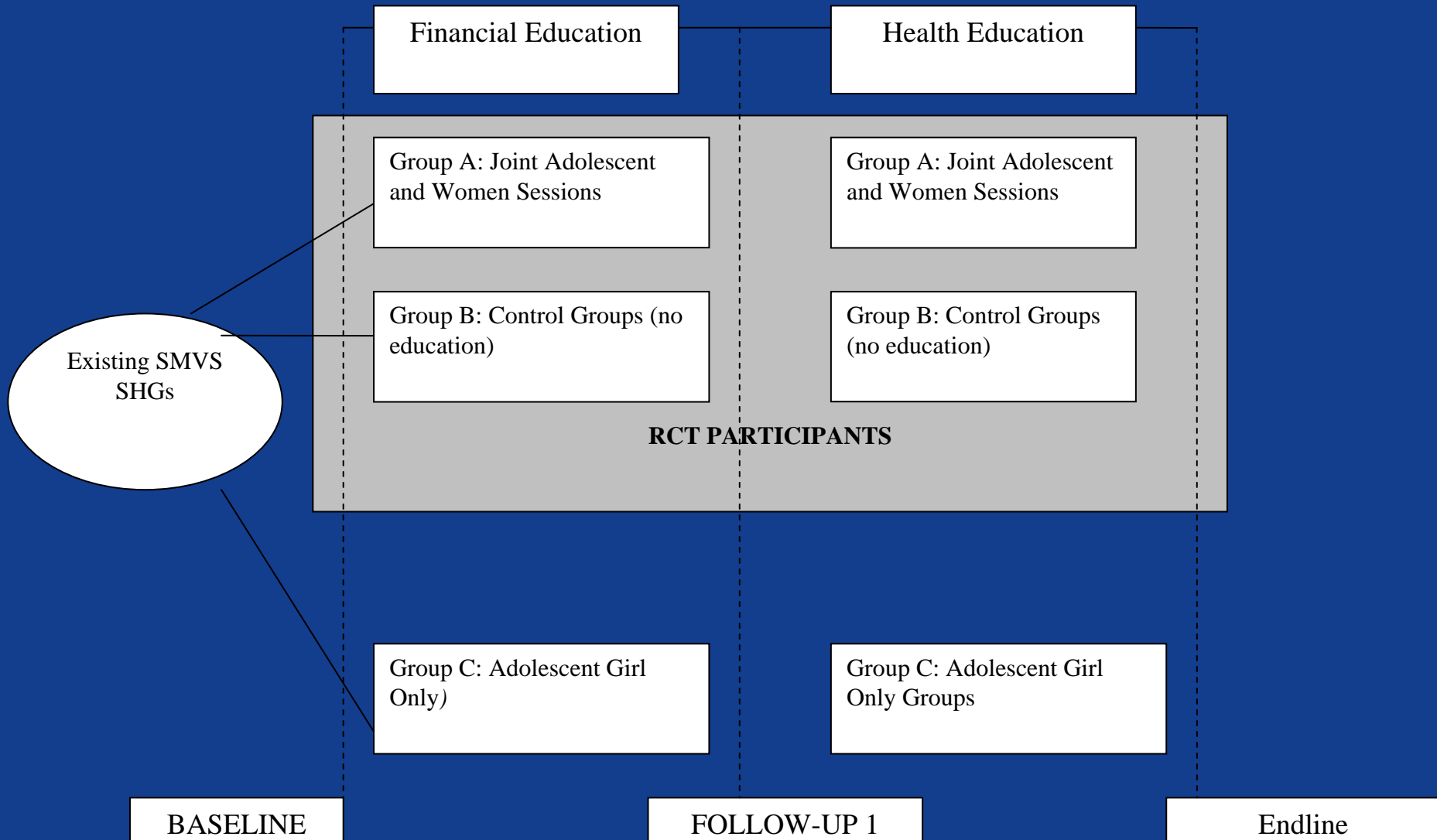
Measuring Impact:

- Randomized control trial (RCT) evaluation

Monitoring:

- Mini-surveys through Lot Quality Assurance Sampling (LQAS)
- Registers
- Observation Checklists

Randomized Control Trial (RCT)



Randomized Control Trial (RCT) cont.

Approximately 2,200 Surveys with adolescents and women SHG members:

Baseline – After registration of participants surveyors will interview the participants. This is before the Learning Games begins.

Follow up – After six months and completion of surveyors will interview the participants again to find out what they learned from the financial games.

End Line – After one year surveyors will interview the participants again to find out what they learned over the past year.

Monitoring at Scale: Mini-surveys

Relies on a small sample size (Lot Quality Assurance Sampling) to assess performance on large scale delivery of training to other SHPIs:

- Satisfaction and perceptions of quality
- Poverty level (FFH Food Security Survey)
- Acquisition of key knowledge
- Acquisition of key skills
- Adoption of key attitudes
- Changed practices

Process Monitoring: Registers

Registers and Attendance Sheets to Track:

- Basic characteristics (marriage, age, school-going, livelihood) of participants
- Attendance of registered participants as well as drop ins/outs
- Length of session and when session was conducted

Quality Monitoring: Observation Checklists

Observations of Learning Games:

- **Conducted by Service Center Manager**
 - Observe each animator at least once during each module component (Finance and Health)
 - Assess quality of session delivery through observable list of behaviors
 - Score animator and provide constructive post-session feedback on delivery of session

Benefits of a Randomized Control Trial Evaluation

FFH/Reach:

- Can attribute impact to product
- Can demonstrate to market that product is successful in behavior change---social franchises can market products
- Working with adolescents
- Pilot session

SMVS:

- Can attribute impact to product (testing before scaling up)
- Provides credibility as an organization
- Builds M&E capacity
- Working with adolescents

Challenges of a Randomized Control Trial Evaluation

FFH/Reach:

- Balance between laboratory and real world scenarios
- Managing Expectations and Sustaining Motivation
- Too much/too little information/communication

SMVS:

- “Ownership” challenges for the partner (they control implementation)
- Maintaining enthusiasm
- Human resources

REACH



INDIA
Self-Help Solutions



Thank You