Step 7 Developing the monitoring, revision and evaluation framework

Informing Choice for Better Shelter

A Protocol for Developing Shelter and Settlement Information Education Communication (IEC) Resources

2nd Issue (September 2021)

Global Shelter Cluster – Promoting Safer Building Working Group

Protocol contents

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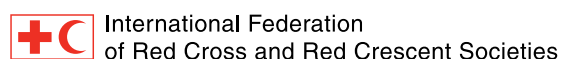
Step 7 Developing the monitoring, revision and evaluation framework

7.1 Introduction

- Both qualitative and quantitative monitoring should be undertaken where possible.
- Key considerations will include:
    - Is the information gap being filled?
    - Are the IEC resource objectives being met?
    - How are the information needs changing?
    - How is the context changing and how does this impact on IEC resources?
    - How will monitoring information be acted upon?
    - Who will action revisions to items?
    - How can the overall communication effectiveness and overall impact of the IEC resource which has been developed be evaluated? (Especially in relation to other resources, and in cases where IEC resources were not used).
- Households' priorities in relation to building will change over time as may the context and it is likely that there will be new information needs that should be met. How people wish to be communicated with may also change.
- Agencies and the shelter cluster should look to contact partners as early as possible who are regularly doing surveys for the humanitarian sector, such as the REACH Initiative[1] and Ground Truth Solutions,[2] to incorporate relevant questions related to the information gap.

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[1] http://www.reach-initiative.org/
[2] http://groundtruthsolutions.org/

Typhoon Haiyan Build Back Safer talk radio show with call ins. Photo: David Dalgado, 2014

7.2 Monitoring the information gap

7.2.1 Importance of sub-step

- It is important to undertake regular monitoring of the information gap and assess whether existing IEC resources are able to meet this gap. As people recover post-crisis they will reach different stages of building and their information needs may change. In addition to this the IEC resources developed may not be fulfilling the original purpose they were intended for.

- In Nepal, the Inter-Agency Common Feedback Project asks 2,100 households questions on reconstruction, including, amongst others, 'Do you have the information you need to access reconstruction support?'.[3] This question is asked on every round of the survey, which may occur several times a year. The survey also looks at access to information by gender and rural/urban contexts.

7.2.2 Process – monitoring the information gap

The technical working group (TWG) should suggest some monitoring questions for inclusion in agencies' shelter programmes which will help highlight the information gap. This could include questions similar to these.

- 'Do you have the information you need to access reconstruction support?'
- 'On a scale of 1 to 5, with 1 – do not need this information, to 5 – strongly require this information, do you require further information on:
  - selection of materials
  - safer roof construction
  - how to undertake bracing
  - safer foundations etc.?'

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[3] Inter-Agency Common Feedback Project, April 2017 Survey, http://www.cfp.org.np/issue/3

- In addition to quantitative methods, focus group discussion (FGDs) can be undertaken monthly at the start and quarterly thereafter by agencies in relation to the information needs of communities in relation to building back safer. Qualitative information can also be gained from key informant interviews with hardware store workers and skilled tradespeople regarding the main questions they are getting asked, how the questions have changed, and what they are anticipating in future.

- The TWG should suggest some monitoring questions similar to the above for inclusion in Communicating with Communities Working Group (CWC WG) and CWC-specific agency surveys (surveys undertaken by agencies independent to shelter or sectorial programming).

7.2.3 Output – monitoring the information gap

- Agencies should share monitoring results with the TWG. If the TWG has been closed, then this needs to be shared with the technical coordinator of the shelter cluster and/or strategic advisory group (SAG) members for raising in the SAG.

- New resources should be developed as necessary, existing resources modified, and dialogue continued with communities and households responsive to these information gaps (e.g. through an integrated voice response system). As a minimum, a FAQ document should be maintained and shared through agencies and other channels as widely as possible by the TWG or technical coordinator and revised monthly. It may be challenging to get the responses for sharing endorsed by the government lead, especially where the more sensitive questions are concerned. However, even if a partial or holding answer can be given this may still be useful to communities or households.

7.3   Monitoring how people want to be communicated with

7.3.1 Importance of sub-step

- As the context changes, preferred communication channels may change (e.g. from printed materials to face-to-face interactions at information kiosks). Choosing the media that people feel comfortable to engage with increases the impact, responds to the affected population's wishes, and can optimise resources.

- The sorts of information that are required and being communicated will also govern the medium used, so if the information needs are changing then communication channels will change. For example, if technical information regarding suggestions on CGI roof fixing detail is required, printed information may be highly appropriate, since people can store it and refer back to it when needed. Whereas earlier information relating to attitude considerations related to the importance of appropriate roof fixing may be shared through radio talk shows or other media that start a conversation and promote reflection on the issue.

7.3.2 Process – monitoring how people want to be communicated with

- Qualitatively, FGDs on monitoring information needs related to better shelter and settlement should include discussion of how stakeholders want to be communicated with.

- Quantitatively, surveys should include questions which ask about the appropriateness of communication channels.

7.3.3 Output – monitoring how people want to be communicated with

- This monitoring information should be shared with the TWG and technical coordinator and revisions of material and communications channels may be required.

Photo: David Dalgado, Philippines, 2012

7.4 Knowledge attitude and practice (KAP)

7.4.1 Importance of sub-step

- The better shelter and settlement IEC objectives are likely to include changes to knowledge attitude and practice. It is important to monitor and later evaluate against this. (use template 7.2 from the toolbox)
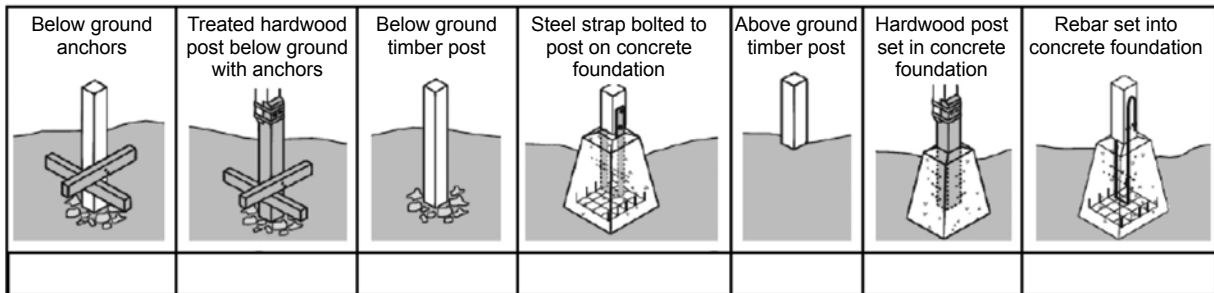
7.4.2 Process – knowledge, attitude and practice

Previously this has been undertaken through:

- Technical coordinator from the shelter cluster visiting agencies' programmes and surveying households within the programme in relation to key messages and how the building elements of the houses relate to or incorporate these safer building recommendations.
- Surveys asking households questions in relation to their knowledge of better shelter and settlement key messages.

For KAP surveys the following may be undertaken:

- Knowledge can be tested through pictorial surveys with households: (see image below as an example),[4] or through asking simple questions.

Below ground anchors	Treated hardwood post below ground with anchors	Below ground timber post	Steel strap bolted to post on concrete foundation	Above ground timber post	Hardwood post set in concrete foundation	Rebar set into concrete foundation

Q1 Please rank the following types of foundations from strongest (1) to weakest (7)

Extract from Aaron Opdyke (2015)

- Attitude can be tested through asking households to rank priorities in relation to different better shelter and settlement messages, but also between better shelter and settlement and other household priorities. These could include sending children to school, improving water and sanitation and hygiene promotion (WaSH) facilities, saving for migration etc. Care must be taken that those undertaking the survey are seen to be from a neutral party which does not prejudice responses. If it is possible then unintended outcomes should also be included in this survey. Quantitative surveys related to attitude should be followed up by qualitative methods such as household interviews or FGDs.
- Safer building practice can be surveyed through observation by trained technical surveyors.

7.4.3 Output – knowledge, attitude and practice

- If the KAP surveys are undertaken as monitoring, then this can be used to inform and revise agencies' IEC initiatives and shelter programming.
- If the KAP surveys are undertaken as part of an evaluation, then this can help to inform future better shelter and settlement promotion efforts in preparedness and response.

7.5 Behaviour factors

7.5.1 Importance of sub-step

- Refer to the behaviour factors sub-step in the assessment step of the protocol.
- Although potentially more complicated than a KAP survey, if in earlier steps the TWG has investigated behaviour factors, and determined which ones are important to 'doers' and 'non-doers' (based on what they did pre-crisis in relation to construction practices), it could be very powerful to understand what behaviour factors have changed for the group that were 'non-doers' pre-crisis and are now 'doers' post-crisis, and what these households attribute this behaviour change to.

7.5.2 Process – behaviour factors

- This could be undertaken through qualitative methods such as focus group discussions. It could also be undertaken quantitatively through the survey of households.
- When asking about what the change in behaviour can be attributed to, it will be important to be methodical in relation to each of the important behaviour factors identified in previous steps, and to ensure that the person/agency asking the question does not prejudice the

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4   Aaron Opdyke (2015) Post-Disaster Training Survey, part of methodology used by Aaron Opdyke in 2015. Shared with David Dalgado through private correspondence in February 2017. Also available in protocol examples section accompanying this document.

response. For example, if the behaviour change has nothing to do with either an agency's programme or the IEC resource.

7.5.3 Output – behaviour factors

- Record the outputs of qualitative methods and document with a summary analysis report. Ultimately the output of this sub-step can then lead to:
  - if undertaken as part of monitoring, the revision and creation of both new IEC resources and their roll-out strategy and the modification of existing resources
  - if undertaken as part of evaluation, informing future preparedness and response, and better shelter and settlement promotion initiatives.

7.6   Toolbox

#	TOOL	COMMENT
7.1	Monitoring template (including progress, adequacy of messages, outreach, message understanding and assimilation, inclusion of message advice, impact, challenges, feedback, etc.)	
7.2	KAP Evaluation questionnaire template	*Word document (to be adapted from KAP survey 1.1);* *Example folder*