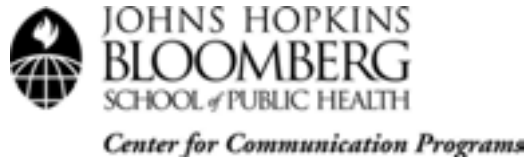




Conceptual Frameworks and Indicators for Health Information Impact

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Global Health Council
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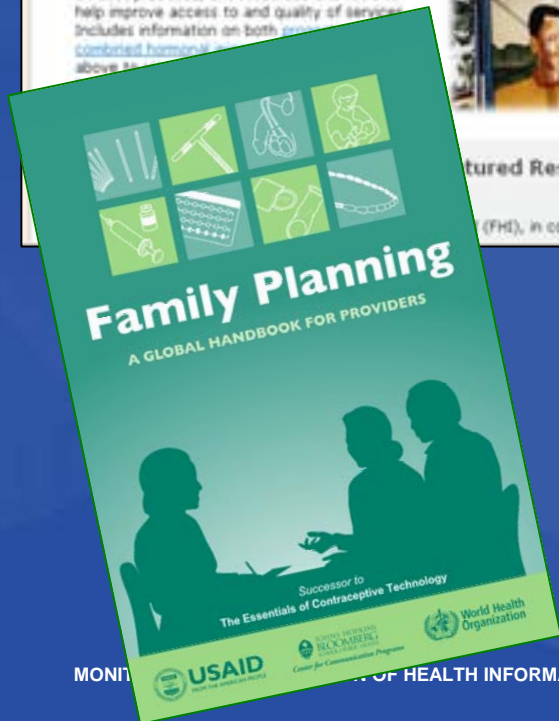


Learning objectives

- **By the end of this session participants will be able to apply a conceptual framework and indicators to:**
 - Design strong health information products and services;
 - Monitor their progress; and
 - Evaluate their impact



What are health information programs?



one Source

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- Q&As (Pearls, etc.)

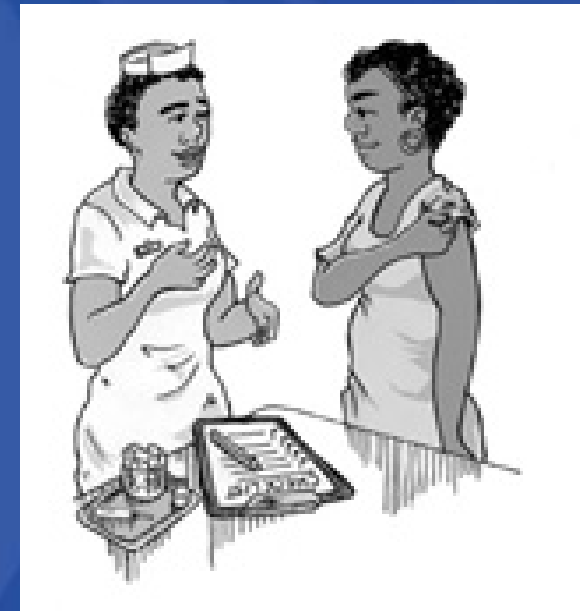
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What do health information programs hope to accomplish?

- Complement other health initiatives
- Extend reach of evidence-based information and guidance
- Change audience knowledge, attitudes, skills, behaviors



Who are the audiences for health information programs?

Audience	Behavioral Focus
Program managers	Selection of programmatic strategies, planning, implementation, resource allocation, coordination
Health care providers	Communication & counseling, client motivation, service delivery
Trainers and educators	Communication, instruction, practitioner motivation
Policy makers	Prioritization of issues, advocacy, resource allocation, coordination
Researchers	Literature review, study design, data utilization & dissemination



Why develop M&E guidelines?

- **Streamline process of design, monitoring and evaluation**
- **Develop better targeted strategies for audience groups**
- **Systematically measure contribution of health information programs to initial and intermediate outcomes**



How were the guidelines developed?

- Indicators from 39 HIPNET member organizations compared and consolidated
- Data collection instruments and M&E reports reviewed
- Conceptual framework designed
- Multi-level review process undertaken

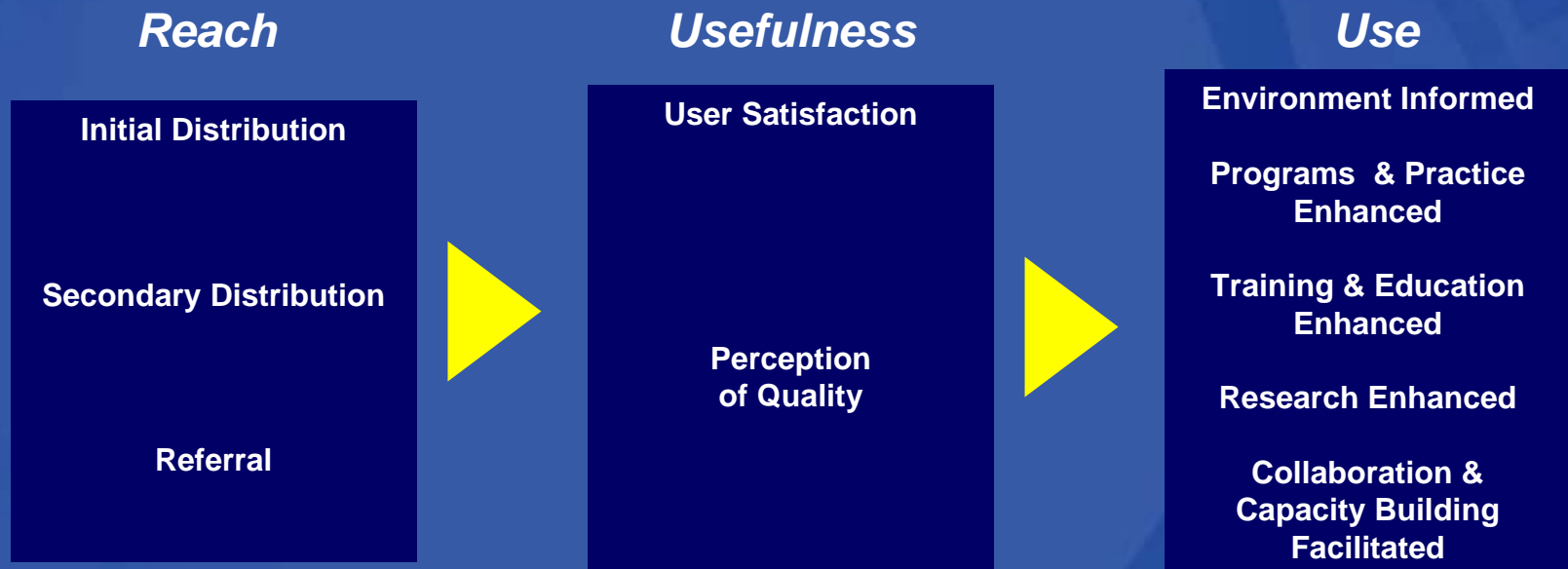


What do the guidelines include?

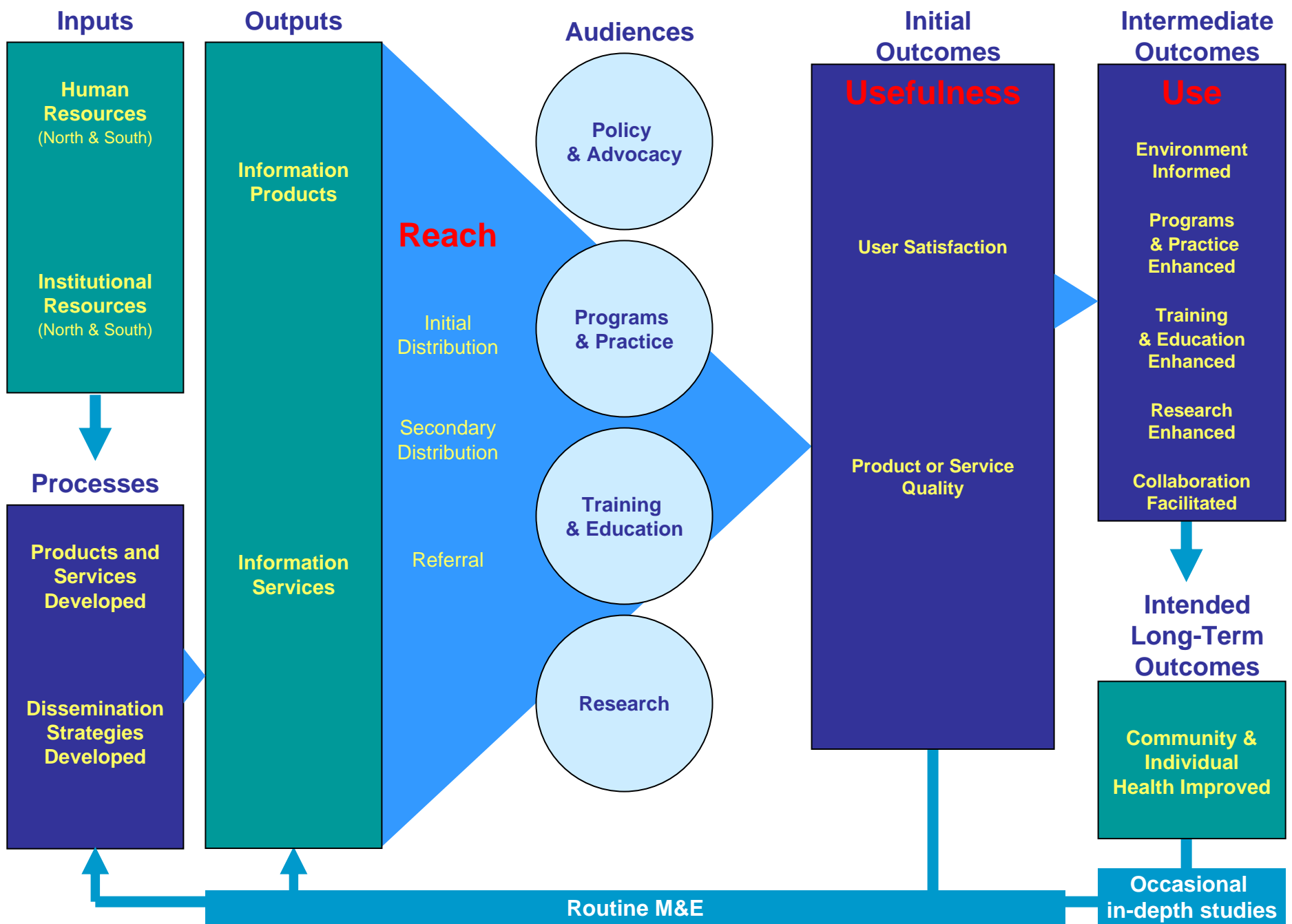
- Indicators to measure reach, usefulness, use, and collaboration and capacity building
- Framework for M&E of Health Information Products and Services
- Success stories using data collection methodologies
- Illustrative readership survey



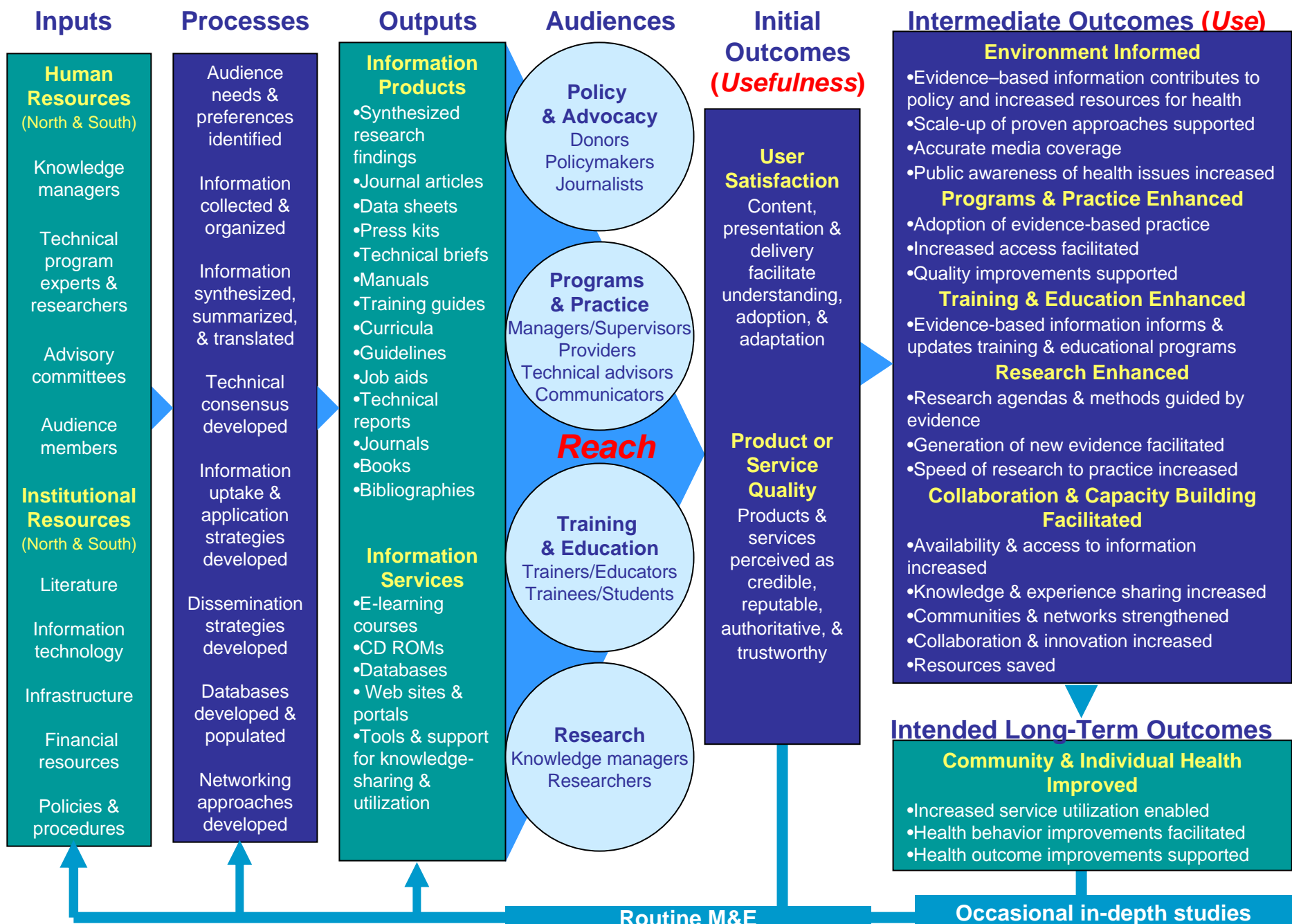
What are key areas for M&E?



Overview conceptual framework for monitoring and evaluating health information products and services



Detailed conceptual framework for monitoring and evaluating health information products and services



How can M&E guidelines improve health information programs?

- Helps maximize return on intellectual investment (inputs)
- Defines evidence and theory-based process
- Identifies multiple tailored products & services (outputs)
- Identifies range of audiences to consider reaching



How can M&E guidelines improve health information programs?

- Captures important dimensions of “usefulness” (initial outcomes)
- Defines use/outcomes of use by audience type (intermediate outcomes)
- Links health information programs to intended long-term outcomes
- Shows that M&E efforts feed back into design



Where do we go from here?

- **Test framework and indicators**
- **Develop systems to better capture initial and intermediate outcome data**
- **Develop tools:**
 - Data collection instruments
 - Implementation tools for research to practice



Resources

- **Guide to Monitoring and Evaluating Health Information Products and Services (Sullivan, T.M., Strachan, M., Timmons, B.K., 2007)**

<http://www.infoforhealth.org/hipnet/index.shtml>



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Thank you!

