

Using Theory of Change for Impact Evaluation














Patricia Rogers

RMIT University/ BetterEvaluation

Theory of Change

Patricia Rogers

UNICEF Impact Evaluation Briefs

<p>OVERVIEW: DATA COLLECTION AND ANALYSIS METHODS IN IMPACT EVALUATION</p> <p>10</p> 	<p>Developing and Selecting Measures of Child Well-Being</p> <p>11</p> 	<p>Interviewing</p> <p>12</p> 	<p>Modelling</p> <p>13</p> 	
<p>OVERVIEW: STRATEGIES FOR CAUSAL ATTRIBUTION</p> <p>6</p> 	<p>Randomized Controlled Trials (RCTs)</p> <p>7</p> 	<p>Quasi-Experimental Design and Methods</p> <p>8</p> 	<p>Comparative Case Studies</p> <p>9</p> 	
<p>OVERVIEW OF IMPACT EVALUATION</p> <p>1</p> 	<p>Theory of Change</p> <p>2</p> 	<p>Evaluative Criteria</p> <p>3</p> 	<p>Evaluative Reasoning</p> <p>4</p> 	<p>Participatory Approaches</p> <p>5</p> 

POLL: What experience have you had using a theory of change for M & E?

1. **None.**
2. I've been involved in a project or program where there was an **existing theory of change** but it was **not really used much** for monitoring and/or evaluation.
3. I've helped to **develop a theory of change** for a project or program.
4. I've **used an existing theory of change** to guide monitoring and evaluation.
5. I've helped to **develop** a theory of change **and use it** for monitoring and/or evaluation

Overview of Theory of Change (ToC) webinar

1. What is a ToC?

2. How to develop a ToC?

3. How to represent a ToC?

4. How to use a ToC in impact
evaluation?

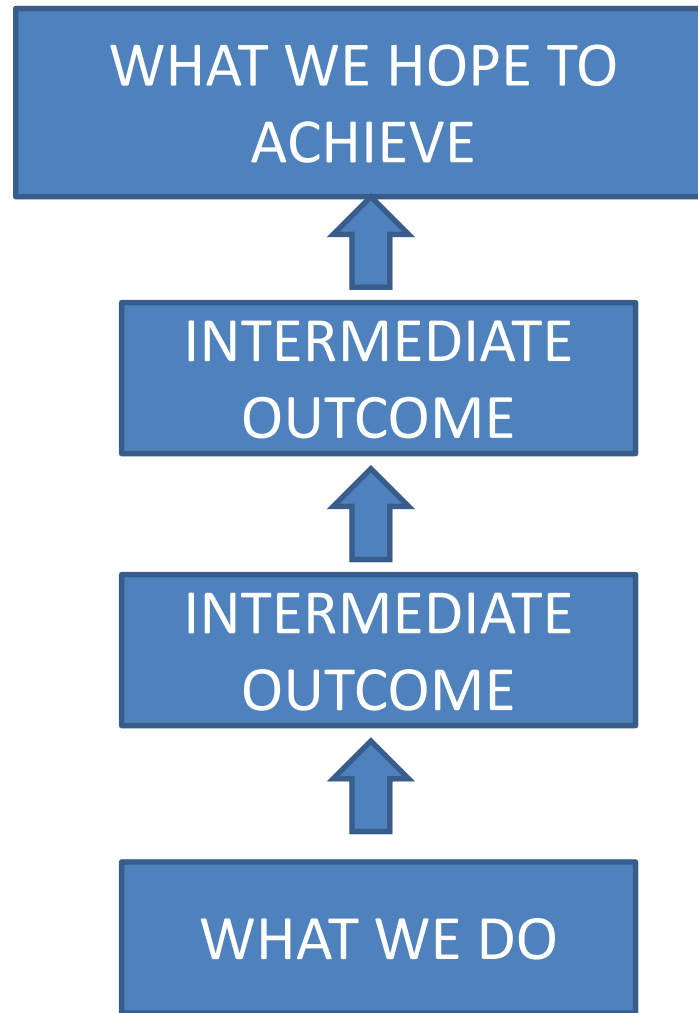
1. What is a Theory of Change?

WHAT WE
HOPE TO
ACHIEVE

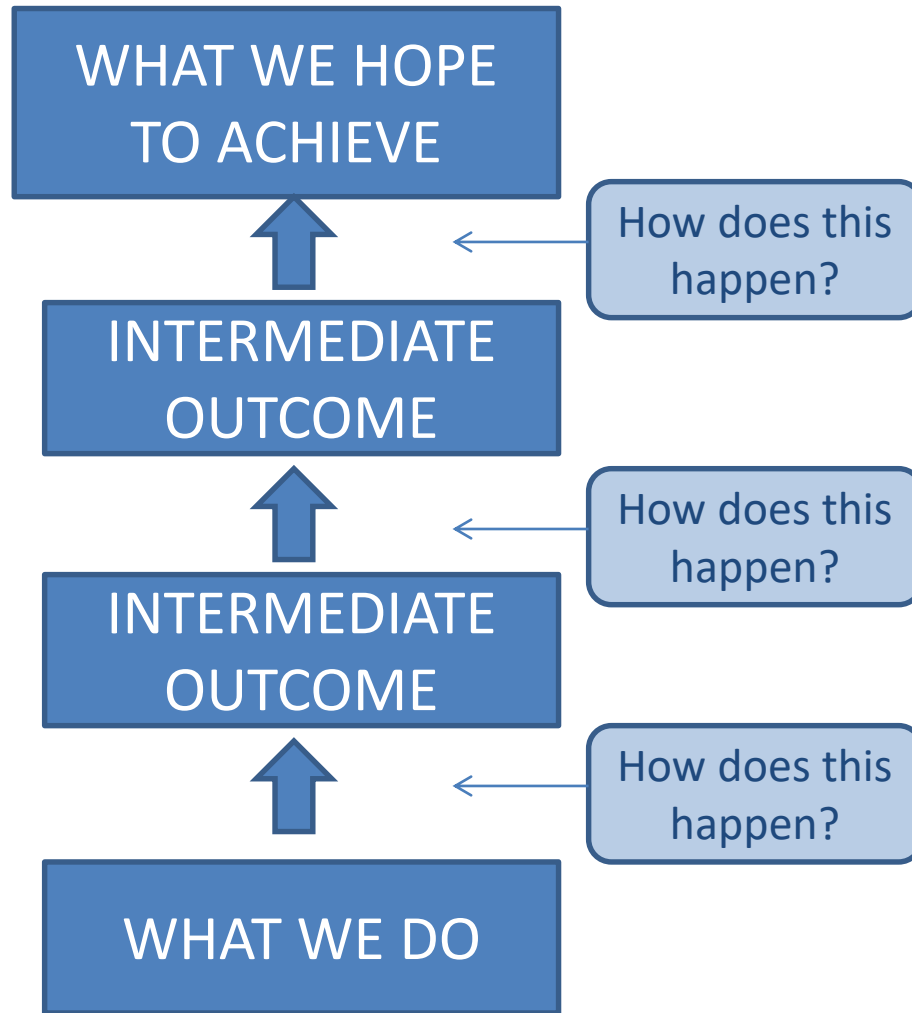


WHAT WE DO

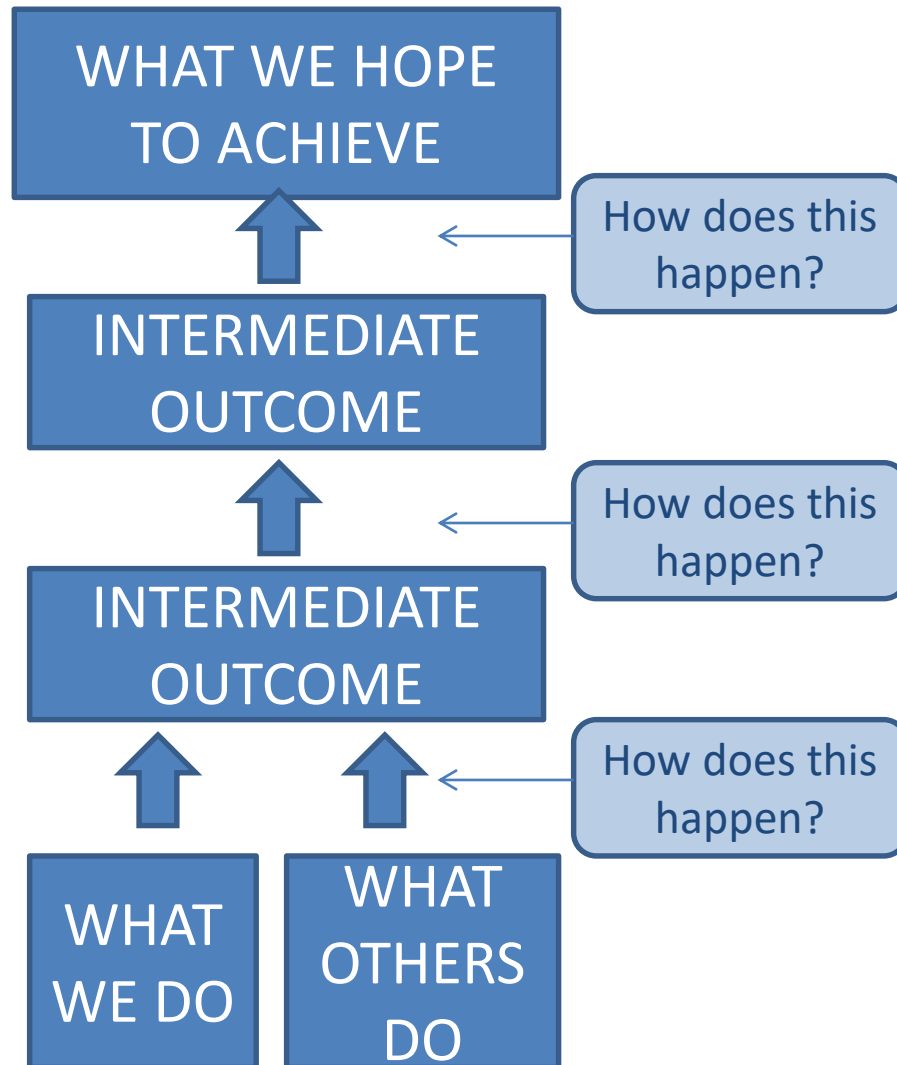
1. What is a Theory of Change?



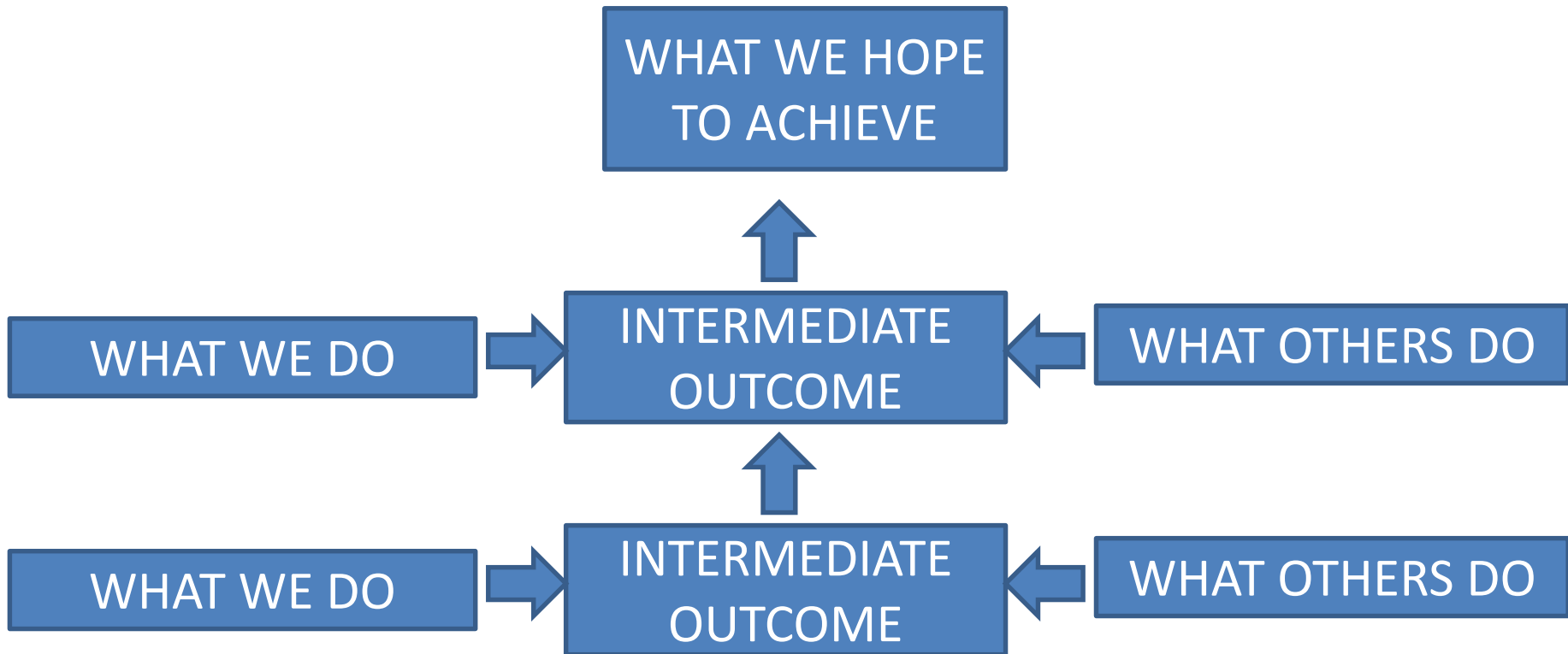
1. What is a Theory of Change?



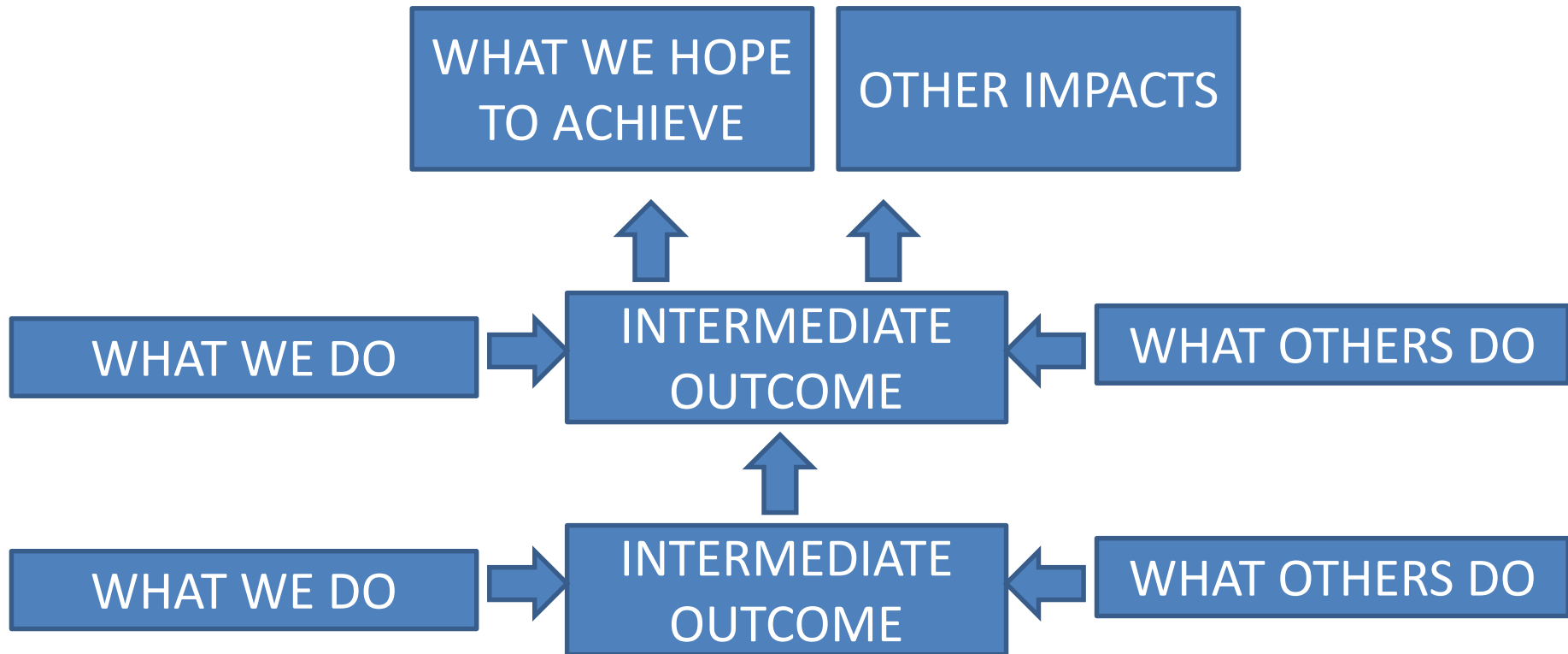
1. What is a Theory of Change?



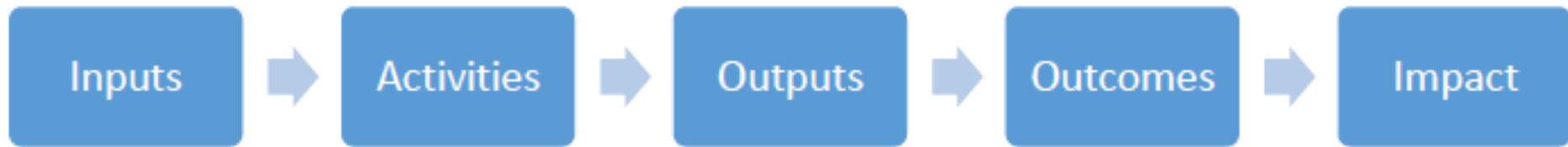
1. What is a Theory of Change?



1. What is a Theory of Change?



Theory of change presented in a results chain



Source: Rogers, P., (2014), Theory of Change, UNICEF. Retrieved from:
http://devinfo.live.info/impact_evaluation/img/downloads/Theory_of_Change_ENG.pdf

2. How to develop a ToC?

- Conduct a situation analysis – problems, needs, causes and consequences, strengths and opportunities
- Clarify what aspects the intervention will address and intended outcomes and impacts
- Develop a theory of how to achieve these

2. How to develop a ToC?

Draw on a range of sources:

- Needs assessment
- Documented objectives
- Previous research and evaluation – theories and practice
- Expert opinion
- Stakeholders' mental models and feedback

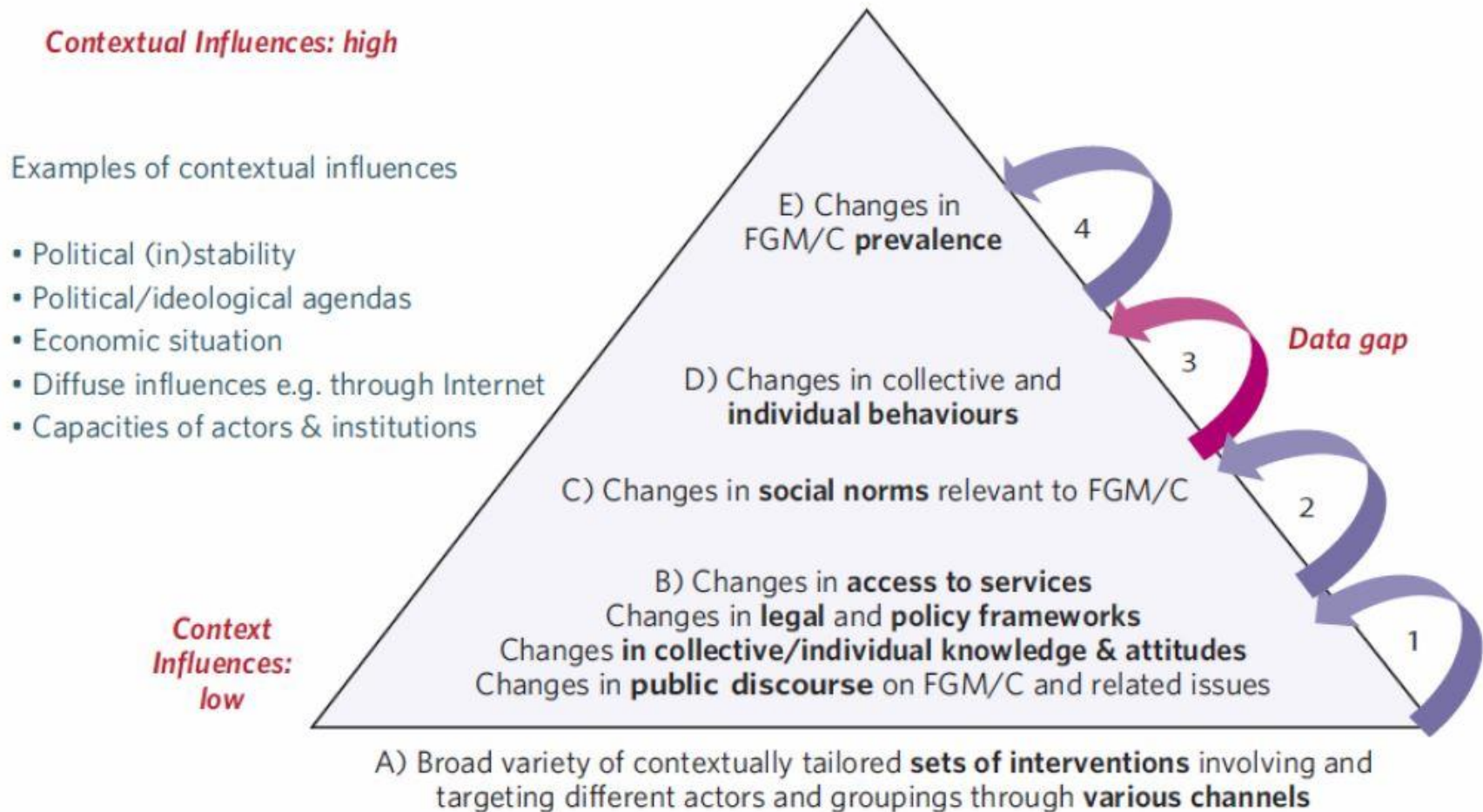
Theories about how change comes about and how the intervention can trigger the change

<p>Individual change: transformative change of a critical mass of individuals</p>	<p>Investment in individual change through training, personal transformation/ consciousness-raising workshops or processes; dialogues and encounter groups; trauma healing</p>
<p>Health relationships and connections: break down isolation, polarization, division, prejudice and stereotypes between/among groups</p>	<p>Process of inter-group dialogue; networking; relationship building processes; joint efforts and practical programmes on substantive problems</p>
<p>Root causes/justice: address underlying issues of injustice, oppression/exploitation, threats to identity and security, and people's sense of injury/victimization</p>	<p>Long-term campaigns for social and structural change; truth and reconciliation; changes in social institutions, laws, regulations and economic systems</p>
<p>Institutional development: establish stable/reliable social institutions that guarantee democracy, equity, justice and fair allocation of resources</p>	<p>New institutional and governance arrangements/entities; development of human rights, rule of law, anti-corruption; establishment of democratic/equitable economic structures; decentralization</p>
<p>Grass roots mobilization: mobilizing the community so that politicians have to pay attention</p>	<p>Mobilize grass roots groups, non-violent direct action campaigns, use of the media, education/mobilization efforts, advocacy groups</p>

Source: Based on Church, Cheyanne and Mark M. Rogers, *Designing for Results: Integrating Monitoring and Evaluation in Conflict Transformation Programs*, Search for Common Ground, Washington, D.C., 2006, pp. 14–15. See http://www.sfcg.org/programmes/ilt/ilt_manualpage.html.

3. How to represent a ToC?

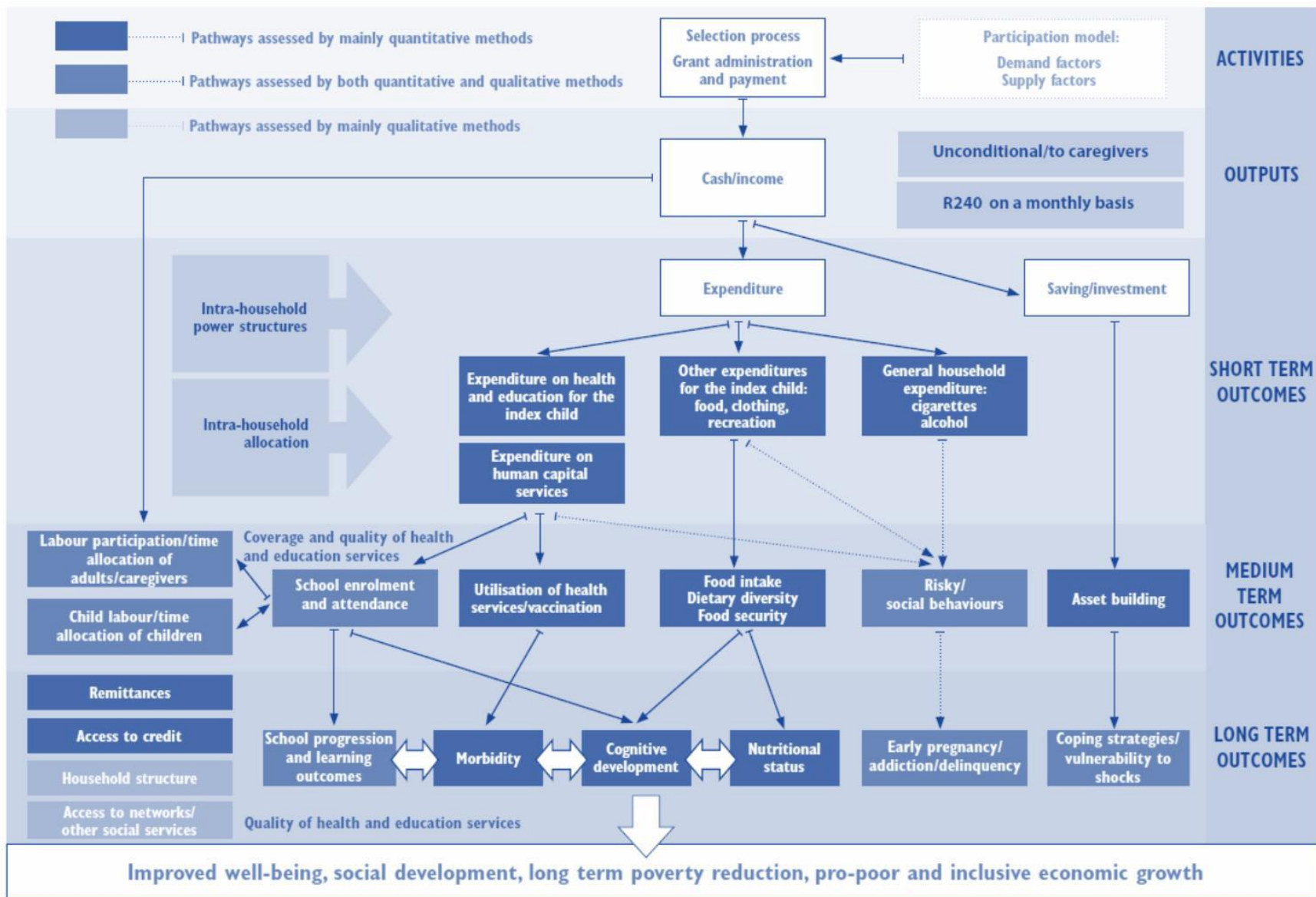
Simplified version of the theory of change



Source: United Nations Population Fund and United Nations Children’s Fund, *Joint Evaluation, UNFPA–UNICEF Joint Programme on Female Genital Mutilation/Cutting: Accelerating Change, 2008–2012*, Final Report, Volume II, UNFPA/UNICEF, New York, 2013, p. 23. See

http://www.unfpa.org/webdav/site/global/shared/documents/Evaluation_branch/Joint%20Evaluation%20-%20Sept%202013/Main%20Report/FGMC_Final%20Evaluation%20Report_Volume%20II_September09.pdf

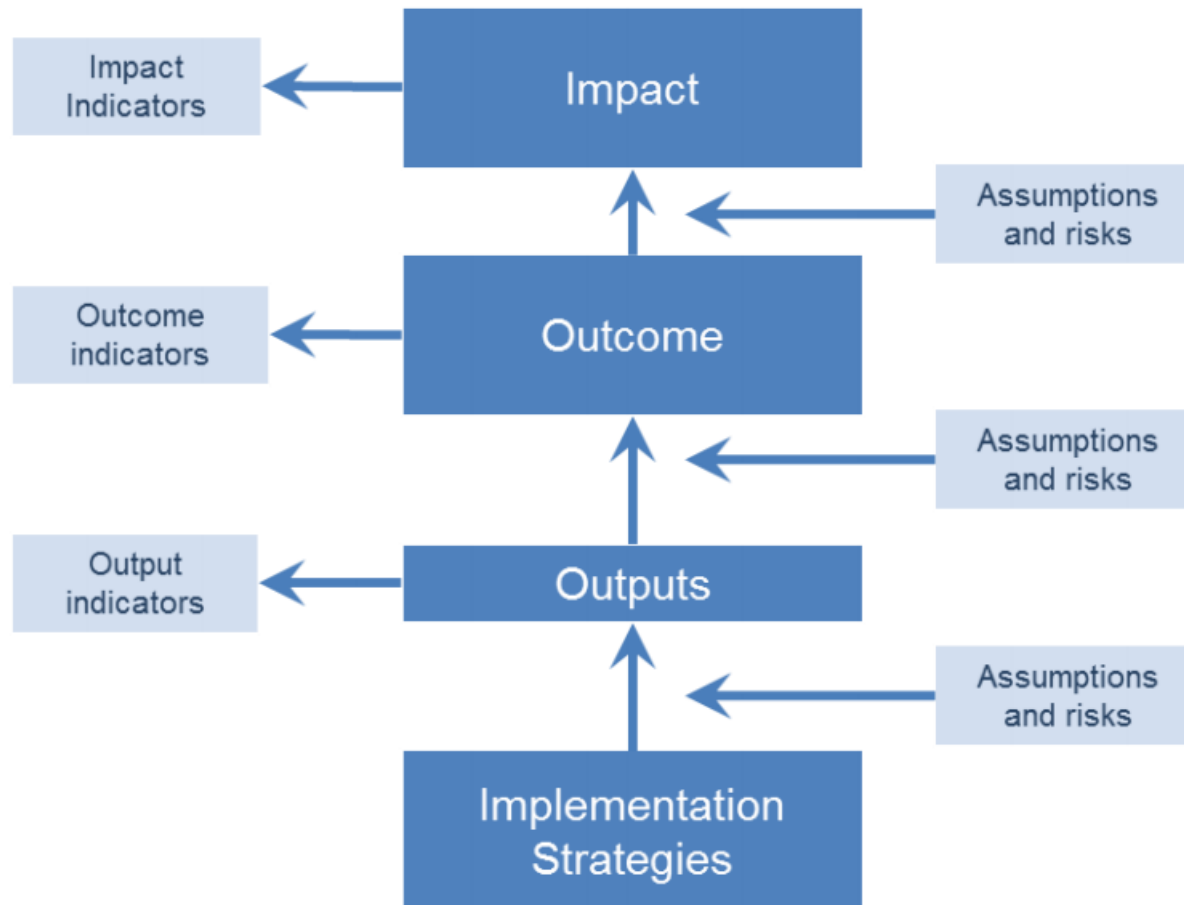
Theory of change for the Child Support Grant, South Africa



Source: Department of Social Development, South African Social Security Agency and United Nations Children's Fund, *The South African Child Support Grant Impact Assessment: Evidence from a survey of children, adolescents and their households*, UNICEF South Africa, Pretoria, 2012, p. 6. See http://www.unicef.org/southafrica/SAF_resources_csg2012s.pdf

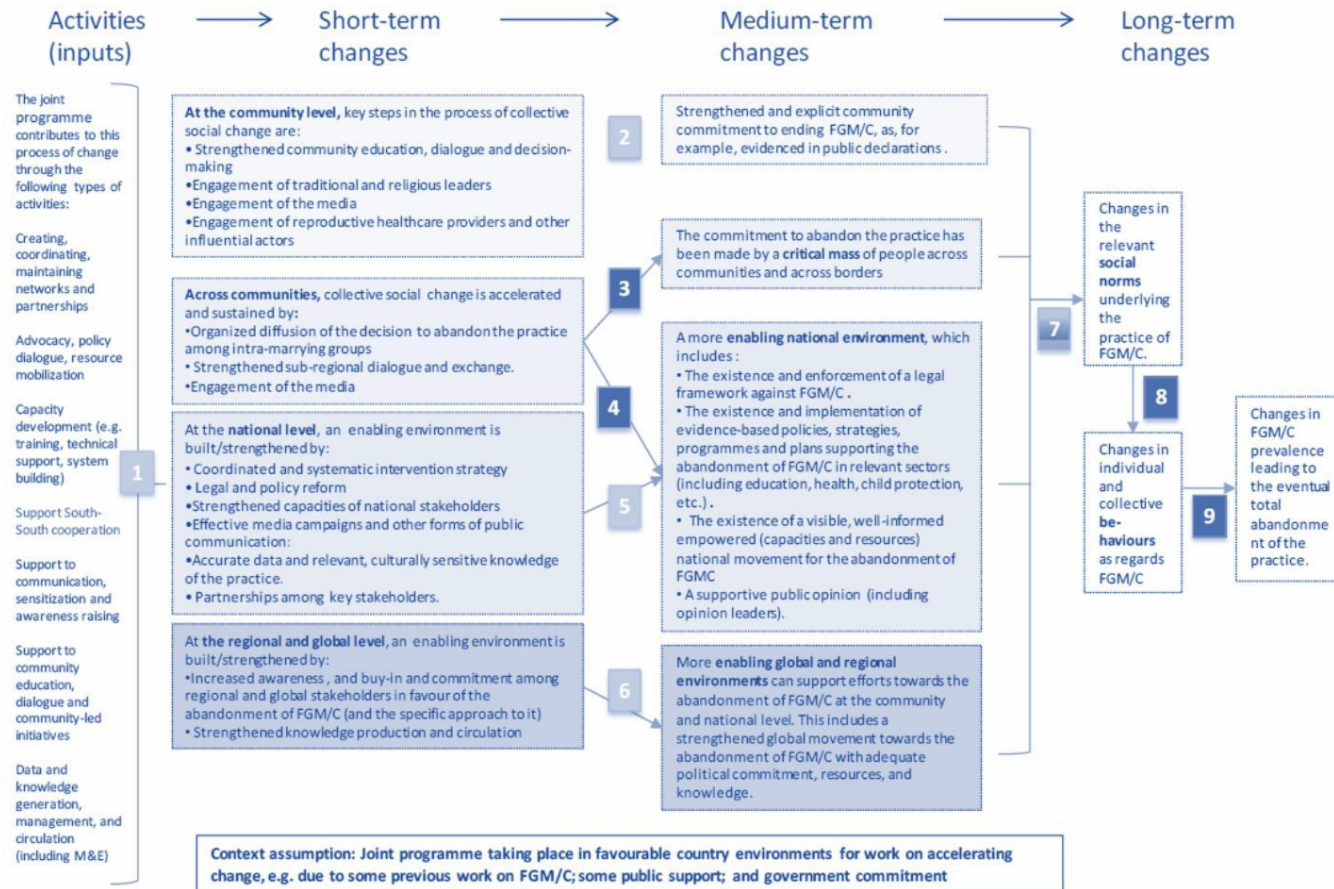
4. How to use a ToC for impact evaluation?

Schematic Depiction of a Theory of Change, Peer Review Group meeting



Source: United Nations Children's Fund, Supplementary Programme Note on the Theory of Change, Peer Review Group meeting, 11 March 2014, UNICEF, New York, 2014, p. 4. See www.unicef.org/about/execboard/files/PRG-overview_10Mar2014.pdf.

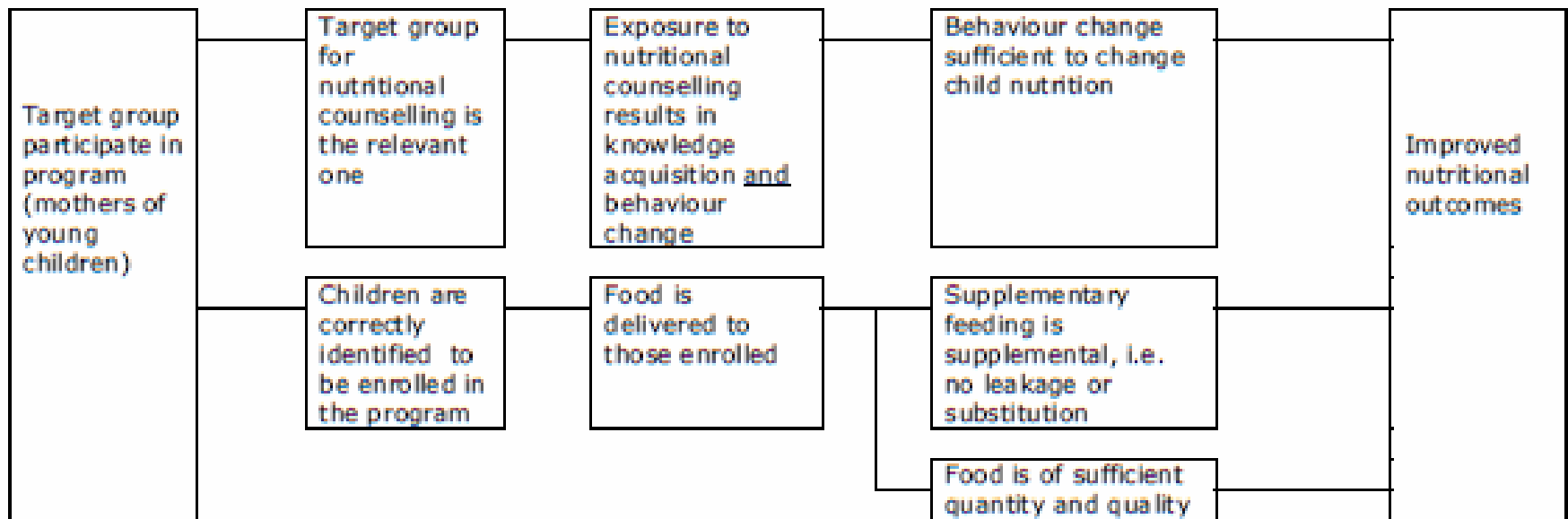
Detailed theory of change showing multiple causal paths and availability of supporting evidence



Source: United Nations Population Fund and United Nations Children’s Fund, *Joint Evaluation, UNFPA–UNICEF Joint Programme on Female Genital Mutilation/Cutting: Accelerating Change, 2008–2012*, Final Report, Volume II, UNFPA/UNICEF, New York, 2013, annex 13, p. 192. See

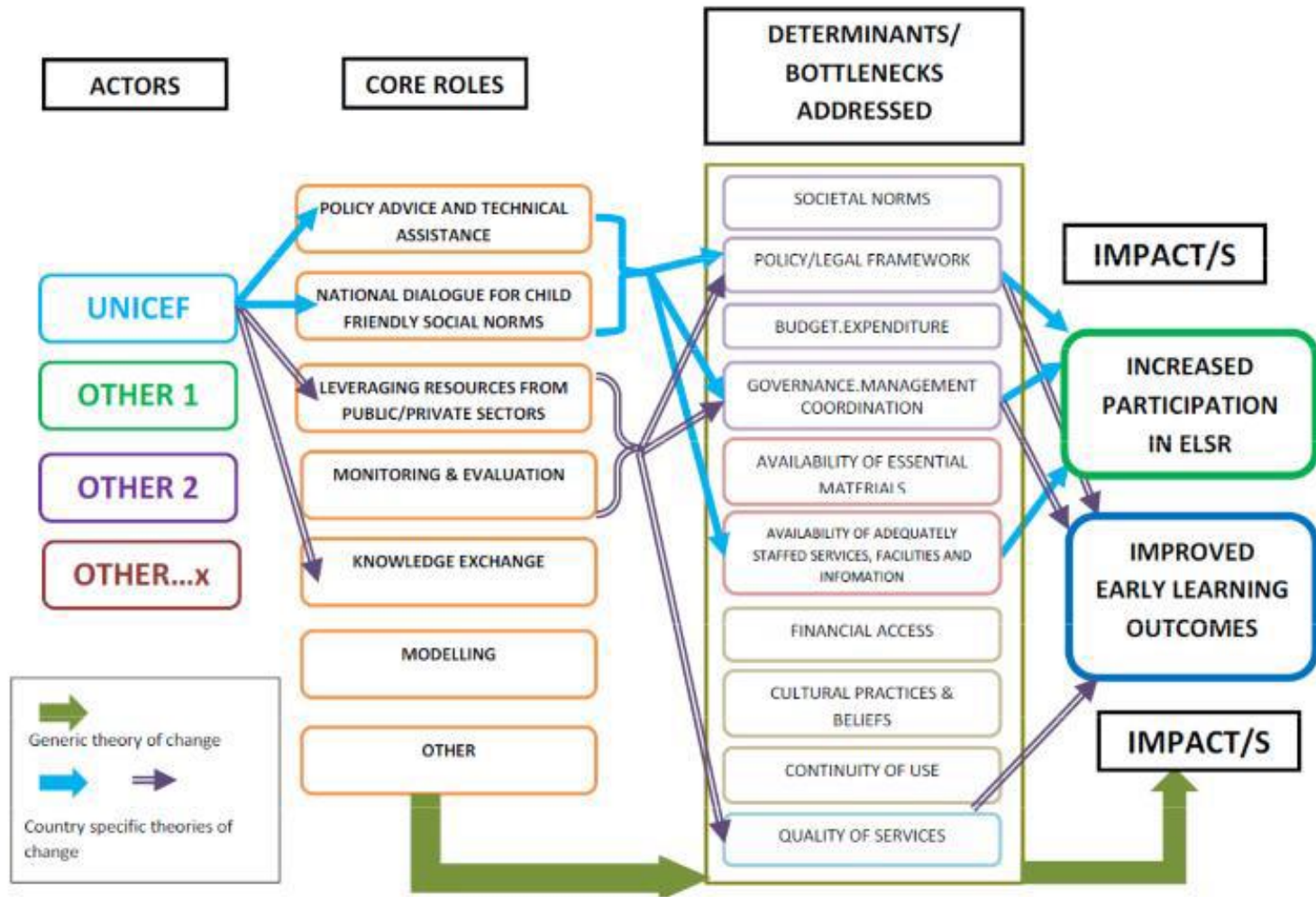
http://www.unfpa.org/webdav/site/global/shared/documents/Evaluation_branch/Joint%20Evaluation%20-%20Sept%202013/Main%20Report/FGMC_Final%20Evaluation%20Report_Volume%20II_September09.pdf .

Theory of change for the Bangladesh Integrated Nutrition Programme



Source: White, Howard, 'Theory-Based Impact Evaluation: Principles and Practice', *International Initiative for Impact Evaluation Working Paper No. 3*, 3ie, New Delhi, 2009, p. 5. See http://www.publicpolicyadvocacy.info/biblioteca/MVI_114.pdf

Theory of change for multi-country evaluation on increasing access and equity in early childhood education



Using Theory of Change for Impact Evaluation

1. **DEFINING** - Make sure it is a real theory of change
2. **DEVELOPING** - Draw from different sources to develop or revise the theory of change
3. **REPRESENTING** - Choose an appropriate form
4. **USING** – Use it to guide data collection, analysis and reporting