## Step 6: Plan for Monitoring and Evaluation (M&E)

The table below presents an example M&E framework for female condom demand generation interventions:

|  |  |
| --- | --- |
| **Hierarchy of objectives** | **Performance indicators** *Disaggregated by target audience, gender, age, and partner type / marital status as appropriate* |
| ***Health Impact:*** | Source: National surveys, e.g. Demographic and Health Surveys (DHS), Multiple Indicator Cluster Surveys (MICS) |
| Reduce maternal mortality (MDG 5.A) | Maternal mortality ratio (MDG Ind. 5.1) |
| Increase contraceptive prevalence (MDG 5.B) | Contraceptive prevalence rate (MDG Ind. 5.6) |
| Halt the spread of HIV/AIDS (MDG 6.A) | HIV prevalence (MDG Ind. 6.1) Use of any condom at last high risk sex (sex with a non-marital, non-cohabiting partner) (MDG Ind. 6.2) Use of any condom at last sex, by respondents with more than one sexual partner in the last 12 months (UNGASS Ind. 17) |
| ***Program Outcome –******Female Condom Use:*** | Source: Program-specific surveys of audiences / geographical areas targeted by demand creation interventions |
| Female condom programs contribute to an increased number of protected sex acts by either male or female condoms | % of target audience reporting use at last sex of a) any condom, b) male condom, or c) female condom |
| Female condom programs decrease the number of unprotected, high risk sex acts  | % of target audience reporting use at last sex with non-marital, non-cohabiting partner of a) any condom, b) male condom, or c) female condom  |
| Demand creation interventions increase demand for female condoms | % of target audience who report regular use of female condoms as part of their method mix (for contraception and STI/HIV prevention) % of target audience who report female condom use as a preferred contraceptive |
| ***Intermediate Outcome – Increased Access to Female Condoms:*** | Source: Program-specific surveys, unless indicated |
| Penetration of female condom has increased | % of potential female condom outlets selling the female condom, by type of outlet |
| Quality of coverage has increased | % geographic areas where female condoms are available *and* where additional minimum standards of quality are present |
| Women and men believe that there is ample opportunity to obtain female condoms | % of target audience who agree that female condoms are readily available |
| More organizations integrate female condoms into their programs | # organizations actively programming female condoms, by type of organization and/or type of intervention [Source: Routine program data] |
| ***Intermediate Outcome – Increased Ability to Use Female Condoms:*** | Source: Program-specific surveys |
| More women and men use the female condom correctly | % of target audience who report that they know how to use the female condom correctly% of target audience who are able to correctly demonstrate female condom use on a model |
| More women and men are able to convince their partners to use female condoms | % of target audience who report that they are able to convince their partner to use female condoms a) for family planning, b) for dual protection, and c) for STI/HIV prevention  |
| More women and men accept initiation of female condom use by their partner | % of target audience who report that initiation of female condom use by their partner is acceptable a) for family planning, b) for dual protection, and c) for STI/HIV prevention  |
| ***Intermediate Outcome – Increased Motivation to Use Female Condoms:*** | Source: Program-specific surveys |
| Women and men believe in the efficacy of female condoms | % of target audience who agree that female condoms provide effective protection against a) unplanned pregnancy b) STIs c)HIV d) all (dual protection) |
| Women and men hold positive perceptions of the female condom | % of target audience who agree with specific positive attributes of female condoms, e.g.: they are easy / comfortable / convenient to use; they do not reduce sexual pleasure for users / male partners |
| There is a supportive environment for female condom use | % of target audience who report that female condom use is acceptable in their community, by relationship status and type of use% of target audience who agree that female condom use is acceptable |
| ***Activities/Outputs*** | Source: Routine program data, unless indicated |
| Availability of female condoms increases | # Female condoms distributed freely; # female condoms sold# Active distribution or sales outlets, by type of outlet: new outlets; total outlets |
| More people are aware of the female condom and how to use it | # People reached with IPC activities that include female condom skills & negotiation training, by target audience# Support materials distributed, by type of material and target audience# Community mobilization activities conducted, by type of activity# Media spots produced and aired, by message and channel% of target audience exposed to interventions [Source: Program-specific surveys]% of target audience who recall key messages [Source: Program-specific surveys] |
| More people are skilled in female condom promotion | # People trained in female condom promotion, by cadre |
| More organizations know the female condom and how to program it | # Advocacy sessions held, by influencing audience# Organizations trained in female condom and comprehensive condom programming, by sector |