

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

The Diarrhea and Pneumonia working group has endorsed a list of Performance Indicators for Diarrhea and Pneumonia Treatment scale –up. In order to coordinate M&E efforts, the Diarrhea and Pneumonia working group requests that all diarrhea and pneumonia programs incorporate these indicators into M&E plans. The indicators are recommended for all diarrhea treatment programs and are *not* specific to demand generation efforts. Illustrative indicators specific to demand generation efforts are listed below this table.

Performance Indicators for Diarrhea & Pneumonia Treatment

PERFORMANCE INDICATORS – DIARRHEA TREATMENT						
Indicator number	Indicator	Definition	Metric	Method	Existing sources to leverage	Alignment with other tracking efforts
D.1.	Diarrhea care-seeking	Proportion of children under age five with diarrhea in the previous two weeks who sought care from an appropriate healthcare provider ¹	<p>Numerator: Number of children under age five with diarrhea in the previous two weeks who sought care from an appropriate healthcare provider</p> <p>Denominator: Total number of children under age five with diarrhea in the previous two weeks</p>	Population-based household survey	DHS MICS	

¹ An appropriate healthcare provider is defined as any person legally able to carry and provide ORS and zinc

D.2.	ORS coverage	Proportion of children under age five with diarrhea in the previous two weeks who received ORS	<p>Numerator: Number of children under age five with diarrhea in the previous two weeks who received ORS</p> <p>Denominator: Total number of children under age five with diarrhea in the previous two weeks</p>	Population-based household survey	DHS MICS	Countdown 2015 GAPPD UN Commission on Life-Saving Commodities (UNCoLSC)
D.3.	ORS and zinc combined coverage	Proportion of children under age five with diarrhea in the previous two weeks who received zinc with ORS	<p>Numerator: Number of children under age five with diarrhea in the previous two weeks who received zinc with ORS</p> <p>Denominator: Total number of children under age five with diarrhea in the previous two weeks</p>	Population-based household survey	DHS MICS	GAPPD UNCoLSC
D.4.	ORS and zinc availability	Proportion of healthcare treatment sources with ORS and zinc in-stock on the day of the survey	<p>Numerator: Number of healthcare treatment sources with ORS and zinc in-stock on the day of the survey</p> <p>Denominator: Total number of healthcare</p>	Health facility assessment/Retail audit	SPA UNCoLSC Facility Assessment	UNCoLSC

			treatment sources			
D.5.	National treatment guidelines	ORS and zinc is the recommended first-line treatment for diarrhea	N/A	Document review	MoH Treatment Guidelines	
D.6.	Zinc OTC status	Zinc is designated as an over-the-counter class drug	N/A	Document review	National Drug Authority	
D.7.	Low-osmolarity ORS registration	At least one L-ORS product registered with National Drug Authorities	N/A	Document review	National Drug Authority	UNCoLSC
D.8.	Zinc registration	At least one zinc product registered with National Drug Authorities	N/A	Document review	National Drug Authority	UNCoLSC
D.9.	ORS and zinc are included in the Essential Medicines List (EML) and National Procurement List	ORS and zinc are included in the EML and National Procurement list	N/A	Document review	Essential Medicines List National Procurement List	UNCoLSC

In addition to the indicators listed above, demand generation efforts – messages, strategies and media channels—should be evaluated for impact. There are two fundamental questions that help guide monitoring and evaluation strategies for demand generation efforts:

1. Is exposure to messaging and demand generation efforts resulting in behavior changes – both increased knowledge and use of ORS and zinc? And,
2. Is the market working for everyone? Meaning, are all segments of caregivers being reached? This requires measuring whether all socio-economic quintiles, populations in rural areas, ethnic/racial/religious/language groups, etc. are being reached.

In terms of linking demand generation efforts to behavior change, the following are the indicators that the Diarrhea & Pneumonia Working Group requests be collected. These indicators should parallel the performance indicators for diarrhea treatment (above) and that are specific to demand generation programs:

Demand Creation Indicators for Diarrhea & Pneumonia Treatment

DEMAND CREATION INDICATORS – DIARRHEA TREATMENT						
Indicator number	Indicator	Definition	Metric	Method	Existing sources to leverage	Alignment with other tracking efforts
D.1.	Diarrhea treatment-seeking	Proportion of caregivers of children under age five (CU5) with diarrhea in the previous two weeks who were exposed to demand generation messages who knew that zinc with ORS is a complete and appropriate treatment for diarrhea vs. Proportion of caregivers of	Numerator: Number of caregivers of children under five exposed to messages, who know that ORS and zinc is the recommended treatment for uncomplicated diarrhea Denominator: Total number of caregivers exposed to messages, with children under age five	Population-based household survey	DHS MICS	

		CU5 with diarrhea in the previous two weeks who were exposed to demand generation messages and did not know about zinc ²				
D.2.	ORS coverage	Proportion of caregivers with CU5 with diarrhea in the previous two weeks exposed to messages who administered ORS vs. Proportion of caregivers with CU5 with diarrhea in the previous two weeks exposed to messages who did not administer ORS	Numerator: Number of caregivers, exposed to messages, with children under age five with diarrhea in the previous two weeks who administered ORS Denominator: Total number of caregivers, exposed to messages, of children under age five with diarrhea in the previous two weeks <u>SOURCE OF ORS</u> To measure source and total market of ORS, calculate percentage of each brand	Population-based household survey	DHS MICS	Countdown 2015 GAPPD UNCoLSC
D.3.	ORS and zinc combined	Proportion of caregivers with CU5, exposed to messages, with diarrhea in the previous	Numerator: Number caregivers of children under age five, exposed to	Population-based household survey	DHS MICS	GAPPD UNCoLSC

² An appropriate healthcare provider is defined as any person legally able to carry and provide ORS and zinc

	coverage	two weeks who administered zinc with ORS vs. Proportion of caregivers with CU5, exposed to messages, with diarrhea in the previous two weeks who did not administer zinc with ORS	messages, with diarrhea in the previous two weeks who administered zinc with ORS Denominator: Total number of caregivers of children under age five, with diarrhea in the previous two weeks exposed to messages			
D.4.	ORS and zinc availability (A)	A - Proportion of healthcare treatment sources with ORS and zinc in-stock on the day of the survey, exposed to messages vs. Proportion of healthcare treatment sources with ORS and zinc not in-stock on the day of the survey, exposed to messages	Numerator: Number of healthcare providers/staff of pharmacies/drug shops, exposed to messages, with ORS and zinc in-stock on the day of the survey Denominator: Total number of healthcare providers/staff of pharmacies/drug shops	Health facility assessment/Retail audit	SPA UNCoLSC Facility Assessment	UNCoLSC
	ORS and Zinc Availability	B – Proportion of Caregivers of CU5, exposed to messages, that report they know where	Numerator: Number of Caregivers exposed to messages who report they	Population-based household survey	DHS MICS	GAPPD UNCoLSC

	(B)	to buy ORS and zinc (or that ORS and zinc are easy to find) vs. Proportion of Caregivers of CU5, exposed to messages, that report they do not know where to buy ORS and zinc (or that ORS and zinc are not easy to find)	know where to buy ORS and zinc (or that ORS and zinc are easy to find) Denominator: Total number of Caregivers exposed to the messages.			
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The following illustrative indicators are additional examples of useful indicators for measuring demand generation program implementation and effects and are offered in addition to the above indicators that the Diarrhea and Pneumonia Working Group suggests be included in all diarrhea programs.

Caregivers:

- Proportion of caregivers with children under five who believe that ORS and zinc are effective treatment for diarrhea. (Evaluation- omnibus survey or nationally representative survey)
- Number of cases of diarrhea correctly treated with ORS and zinc following demand generation campaign. (Evaluation- service statistics)
- Proportion of caregivers who use ORS and zinc to treat diarrhea. (Evaluation- DHS or nationally representative survey)
- Proportion of caregivers of children under five who report that their spouse, mother-in-law, or extended family encouraged them to seek treatment for diarrhea or to use ORS and zinc to treat diarrhea in children. (Evaluation- omnibus survey or nationally representative survey)
- Proportion of caregivers of children under five who report that they know where to purchase ORS and zinc; (Evaluation- omnibus survey or nationally representative survey)
- Proportion of caregivers of children under five who report that they know where to seek treatment from a qualified provider for diarrhea. (Evaluation- omnibus survey or nationally representative survey)

- Proportion of caregivers of children under five who report that they can afford ORS and zinc; (Evaluation- omnibus survey or nationally representative survey)
- Proportion of caregivers of children under five who report that they can afford treatment from a qualified provider for diarrhea. (Evaluation- omnibus survey or nationally representative survey)

Providers:

- Number of clinical providers trained (including (?) refresher training) on updated guidelines for correct treatment of diarrhea illness. (Monitoring- program statistics)
- Number of clinical or retail providers prescribing only ORS and zinc for mild to moderate diarrhea. (mystery client survey)
- Number of households visited by trained community health workers. (Monitoring- provider self-reported data)
- Number of referrals made by non-clinical providers – use referral cards. (Monitoring- provider self reported data)
- Proportion of non clinical and clinical providers who can accurately report the correct treatment for diarrhea. (Evaluation- provider self reported data or survey)
- Proportion of clinical providers who report that they have high self-efficacy prescribing ORS and zinc. (Evaluation- provider self reported data or survey)