

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 <i>Disaggregated by target audience, gender, age, and partner type / marital status as appropriate</i>
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 <i>and</i> 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	# organizations actively programming female condoms, by type of organization and/or type of

programs	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