Round table on pathways from research to programming

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Outline

• Research in UNICEF’s policy and programming work

• Pathways
  – From evidence to universalization – Anemia control in India
  – From commodities to social, behavior change and community engagement strategies
    • Global guidelines and standards in MNCH
    • M & E framework on social norms in FGM/C – context and adaptability

• Lessons and implications
Programme priorities build on research and evidence to inform policy and programming (e.g. Health, WASH, Nutrition)

Over US$ 100 million in research across different centers, global programmes and COs

Highly decentralized organization – research initiatives often driven by national/local priorities and contexts

Greater emphasis driven by demands for evidence and data programming
SDGs, Global initiatives (EWEC)
Issue – diets of adolescent girls in India severely deficient in iron

Percentage of adolescent girls (16 - 17 years) with iron intakes < 50% of RDA

NNMB, 2006
Pathway: From Innovation to Universalization

1. EVIDENCE
National and global research to design effectiveness trials

2. INNOVATION
Pilot testing an innovation with scale

3. EVALUATION
Documenting the effectiveness of an innovation

4. REPLICATION
Expanding an effective intervention

5. UNIVERSALIZATION
Scaling up and mainstreaming

Knowledge generation and dissemination

Universalization Phase (2011+)

Prevalence of anemia: Average 31 per cent decrease after one year of implementation
Critical elements and lessons of a decade long of programme experience (2000-2012)

• Building global and national evidence with key stakeholders
• Clear roles/responsibilities
• Simple monitoring tools & job aids
• Timely and quality communication and counseling
• Cost effectiveness analysis
• Use of existing delivery platforms and capacity strengthening of frontline workers
• Integrated package of interventions
When the primary focus is not the delivery of a commodity or product...

- Uptake of healthy and protective behaviors or changes in existing social norms as drivers of development outcomes

- Focus on complex behaviors, harmful norms and practices, and community resilience and empowerment

- Significant investments in social and behavior change and community interventions and strategies, yet...
  - Persistent challenges - evidence, quality standards, impact, cost-effectiveness
Issue - Despite great progress in MNCH, significant challenges remain in social and behaviour change and community engagement...

- Integrated Public Health that involves applying multidisciplinary approaches that integrate behavioral, social, cultural, contextual, political, structural and/or biomedical research in the development, implementation and evaluation of interventions for health.

VS

- Social and behavioural interventions

VS

- MNCH
- SRMNCH

How to accelerate uptake of evidence-based reporting and programming standards...?
Pathway – from evidence to quality programme implementation standards

Pathway to evidence

- Impact evaluation
- Evidence synthesis
- Global guidance
- Country implementation

Qualitative data?
Three Work Packages

**WORK PACKAGE ONE**
- Methods for the retrieval, synthesis, and assessment of evidence on complex interventions
- Revisions to WHO Guideline Process

**WORK PACKAGE TWO**
- Global SBCE research prioritization process for MNCH
- Evidence Gap Map for select SBCE interventions for RMNCAH

**WORK PACKAGE THREE**
- Programme Reporting Standards
- Use in Programmes

**Evidence Packages**
**Research Prioritization (RQs locally driven)**
**Programme Implementation and Reporting Standards**
Lessons and implications...

1. Engagement of global, regional, and country partners, policy makers and implementers - research questions, uptake of guidelines and reporting standards

2. Development of evidence and learning platforms to strengthen country level leadership and capacity for SBCE for MNCH

3. Broaden evidence of impact of SBCE for MNCH and for other areas such as WASH, climate change, adolescents – integrated interventions

4. Investment in country level capacities, including accreditation on SBCE within relevant ministries and professional associations
### Outcome 3: A majority of individuals, families and communities in programme areas accept the norm of eliminating FGM/C

<table>
<thead>
<tr>
<th>Indicators</th>
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<tr>
<td>Number of communities making public declarations of abandonment of FGM/C</td>
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<td>Degree of shift in the social norm upholding FGM/C in programme areas</td>
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<td>(composite indicator composed of:</td>
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<td>1. % of individuals not supporting continuation,</td>
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<td>2. % of individuals who believe others will cut and</td>
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<td>3. % of individuals who believe they will be sanctioned if they do not cut</td>
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The UNFPA-UNICEF Joint Programme on Female Genital Mutilation/Cutting
The gap between declaration and abandonment...

Overall decline in the prevalence of FGM/C over the last three decades. Yet, not all countries have made progress and the pace of decline has been uneven.

UNICEF Data and Analytics Section, 2016
Pathway – Common M & E framework...adaptable to local drivers, contextual factors and gender dynamics...actionable for refinements to programming response

- Ask what people know, feel and do
- Ascertain “normative” factors

- Consider context (enabling environment, policies)
- Collaborate across social networks

- Track individual and social change
- Test and Retest

Figure 1. The rapid cycles of planning, action and review


Drexel University. 2017. Revised Desk Review
Changing Social Norms: The Development of a Macro-level M&E Framework
Next steps and key challenge...

- Validation of framework at global consultation – measurement (quantitative) and understanding (qualitative)

- Roll out framework in two countries with a view to scaling up across countries

- Adaptability to other harmful norms and practices – child marriage, violence against children

- Technical support to country partners to facilitate integration of framework in ongoing programming
Summing it up...

- Time, long term perspective and investments
- Bottom up process
- Partnerships and engagement of key stakeholders early on
- Build on existing evidence/capacities but also address critical capacity gaps and needs (research and implementation)
- Broaden evidence inputs (RCTs, qualitative, “real time”)
- Learning platforms and sharing for sustainability