



Capacity-Building
& Knowledge Sharing
for Small and Medium
Organizations (SMO)

Baseline Data Collection: Getting Started

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Presentation Outline

- Are your plans gender sensitive?
- Are your indicators SMART?
- What resources do you have?
- Who are the end-line consumers of your data?

Gender Sensitive Planning

The importance of including local targeted beneficiaries or stakeholders, especially women and girls, in the design of your intervention and plans to test your innovative solution cannot be understated.

Are your indicators gender sensitive?

- Do your quantitative indicators provide separate measures for women and men? For example, will you be able report on the proportion of men who are literate compared to women?
- Do your qualitative indicators separately capture men's and women's experiences, opinions, attitudes and feelings?

Gender sensitive program planning and data collection is good practice and aligns with Canada's international assistance priorities. It can also enable your organization to produce data that can be used for advocacy, help reveal barriers to achieving success, hold policy makers accountable to gender equality commitments, raise awareness and stimulate change.

Canada's Feminist International Assistance Policy (FIAP)

https://www.international.gc.ca/world-monde/assets/pdfs/iap2-eng.pdf?_ga=2.162218174.366381867.1576534922-838860800.1576534922

Whistler Principles to Accelerate Innovation for Impact Development

https://www.international.gc.ca/world-monde/assets/pdfs/international_relations-relations_internationales/g7/2018-05-31-whistler-development-developpement-en.pdf

SMART Indicators

SMART Indicators Are:

Specific – measures only what it intends to measure

Measurable – is feasible to measure

Attributable – is clearly attributable to the intervention

Relevant – is likely to be achieved during the timespan of the project

Timely – indicates when data will be collected (i.e. baseline)

SMART Indicators – Example One

Background: An educational project is planned for a rural district in Tanzania. The project aims to improve educational outcomes for school aged children as well as school accountability. The following indicators was developed for the project:

Indicator: Availability of information on children's school performance

Definition: Percentage of children 7-14 years who provided a school report card to parents.

Data collection method: Survey

Data collection frequency: Baseline/ End-line

Is this indicator **SMART**?

Specific:

Measurable:

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SMART Indicators – Example Two

Background: A health project is planned to begin work in Nepal. The project intends train healthcare providers to provide care to pregnant women and newborns, including improved reporting from health facilities.

Indicator: Percent of health facilities with documentation for receiving supportive supervision from a Community Health Management Team in the previous 3 months.

Data collection method: Operational data

Data collection frequency: Quarterly

Is this indicator **SMART**?

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Measurable:

Atttributable:

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Definition: Supportive supervision is defined as a supervisory visit that includes a documented discussion specific to maternal and child health.

Data collection method: Operational data

Data collection frequency: Quarterly

Is this indicator **SMART**?

Specific: ✓

Measurable: ✓

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Planning for baseline data collection: What resources do you have?



People



Time



Approvals



Infrastructure



Money



Support

Planning for baseline data collection: Who are the end consumers of your data?

Government

Academic Institutions

Policy Makers

Teachers

Health workers

Community Members

Thank You!

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