

Impact Indicators

Card 1. Understanding the importance of measuring impact



Monitoring and evaluating the implementation of our solutions can help us understand if a solution has helped increase immunization rates.

To know whether a solution is working and has achieved its goals, we create indicators to monitor the progress of solutions during implementation, and evaluate their impact over time.

Only by monitoring the impact of solutions will we find out if our demand strategy works in the real world. We want our demand strategy to be:

- Accepted by the local community
- Effective in improving vaccination rates
- Helping us understand if we are on the right track to success
- Supporting the people we intend to

Impact indicators

Card 1. Understanding the importance of measuring impact



⚙️ ACTIVITY

In your groups, discuss these questions to think about what you will measure and how you will measure it.

What impact to measure:

- What does success for your solution look like?
- What behaviours, attitudes, or practices need to change for the solution to succeed?
- How will you know if these changes are happening?

How to measure impact:

- How can you reliably measure the impact of this solution with the available resources, tools, and data systems?
- Are there existing data sources or tools that can help collect this data?

Impact Indicators

Card 2. What is an impact indicator?



When monitoring implementation of a solution, there are different types of indicators or ways to measure success. For this strategy, we will focus on impact indicators.

An impact indicator shows us if a solution has the impact or desired result we hoped it would have in the long term.

AN EXAMPLE:

Example solution:

Train local vaccine champions to share vaccine information within their community.

Example impact indicators:

- *% of trained vaccine champions who have increased knowledge of vaccine*

- *% increase in awareness/ knowledge of vaccination amongst community members*

The “impact” of these solutions is to reduce the barriers to immunization. The ultimate goal of the strategy is to increase immunization rates and/ or reduce drop-out rates by reducing the main barriers to immunization.

Impact Indicators

Card 2. What is an impact indicator?



⚙️ ACTIVITY

In your groups, think about what impact you hope each solution will have on the immunization barrier(s) it aims to solve.

Use the “Table Worksheet: Indicators” to select indicators for each solution in your Immunization Demand Strategy.

These indicators will measure your solutions' impact on the priority immunization barriers.

TIP! Think about what you are able to measure and monitor over time.

If you want to develop your own indicators, make the indicators as specific as possible by defining the WHO (target population), WHERE (target community), and WHEN (target timeline). E.g.:

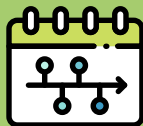
- % of primary caregivers of children under two years old in [target community] who can correctly list at least three benefits of vaccinating their children

- % of mothers in [target community] who report receiving at least one reminder from health workers about their child's vaccinations in the past six months

Ensure your indicators are relevant to the specific immunization the solution tries to solve.

Timeline

It's time to plan our path forward!



A timeline or plan is critical to know what we need to do to implement these solutions, and when we need to do it.

Below are things to consider when developing your timeline:

- Steps or activities involved in implementing your solution:
- Availability of individuals and key organisations
- Availability of funding
- Key milestones to achieve in the first:
 - Month
 - 3 months
 - 6 months
 - Year

Timeline

It's time to plan our path forward!



⚙️ **ACTIVITY:** In your groups, consider these questions on the solution implementation timeline:

- What approvals or funding processes do you need to enable implementation of this solution?
- What steps or activities are needed to develop this solution? E.g. for a mobile vaccination site, do you need to procure mobile vehicles or train healthcare workers in how to run a mobile vaccination site?
- Think about how much time the different steps and activities to implement this solution will need
- Are there any existing resources that can help implement this solution faster?
- Does the completion of this solution depend on the completion of other solutions? If so, what needs to be adjusted?

Document the estimated timeline to implement each solution: 30 days, three months, six months, one year, more than one year. Aim to have both quick and long-term solutions to implement.

Note: *The Immunization Demand Strategy is not a detailed implementation plan. Instead, it is a high-level estimate of implementation needs. After approval of the strategy, more detailed implementation planning is needed.*

Budget

Let's ensure you have a budget to implement the demand strategy.



Estimate how much it will cost to implement each solution, and ensure you have funding, or a plan to get it. Consider the following budget categories:

- **Administration:** Printing and distribution of materials, engagement with decision-makers or funders, travel, production costs
- **Implementation:** Staff, training, supplies and equipment, office expenses, translation
- **Measurement:** Data collection and analysis, software, technical support

Budget: Let's ensure you have a budget to implement the demand strategy.



⚙️ ACTIVITY

In your groups, consider these questions to guide your discussion on estimating a budget for implementing each solution:

- Are there existing funding mechanisms for implementing the demand strategy?
- Does the budget for this solution fit into existing national plans or objectives, or is it a stand-alone budget?
- Do you have any resources that can be reallocated to support this solution?
- Do you need to advocate for funds?

Write the following:

- Resources required to implement each solution referring to the three budget categories
- How you will fund each solution—where the money will come from
- Cost estimates for each resource based on available data and knowledge

Roles

To ensure each solution is implemented effectively, it's important to know who is responsible for what.



Who does what? Who will work on implementing the demand strategy? Who will work on coordinating it? Consider the following three roles:

- **Leaders:** The individuals or organisations with primary responsibility for implementing the activity.
- **Supporters:** Those who assist the leader by coordinating and providing resources or skills.
- **Approvers:** Key stakeholders who need to grant permissions or approvals.

Roles: To ensure each solution is implemented effectively, it's important to know who is responsible.



⚙️ ACTIVITY

In your groups, consider these questions:

- Which individuals and organisations have the mandate and capacity to lead or implement each solution?
- Who can be a champion for the solution to help move the implementation process forward? Who has the experience, and community connections?
- What partners and donors need to be involved for implementation?
- What kind of coordination mechanism is needed to make sure you have the needed support to move forward?