

Outcome Mapping for Measuring and Monitoring Gender Behavior Change

CARE USA's Pathways Program

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Presentation Outline

- How Pathways program used OM to evaluate gender-related behavior changes in a gender and agriculture program
- How we used those Progress Markers to create a common framework of indicators for monitoring gender-behavior change within and across countries

CARE PATHWAYS THEORY OF CHANGE

More Secure and Resilient Livelihoods

Food and Nutrition Security, Coping and Adapting Ability



1 Capacity

CHANGE LEVER

Knowledge, skills and relationships

Self-confidence and conviction of power

2 Access

CHANGE LEVER

Access to productive resources, assets and markets appropriate and reliable services and input

3 Productivity

CHANGE LEVER

Improved yields and income through the adoption of sustainable agriculture and value addition

4 Household Influence

CHANGE LEVER

Contribution to and influence over income and decision-making

Enabling Environment

More positive and enabling attitudes, behaviors, social norms, policies and institutions

CHANGE LEVER

5

Pathways interventions

The Farmer Field and Business School

- Sustainable agriculture
- Market engagement
- Nutrition
- Gender & empowerment
- Group Strengthening
- Participatory Monitoring

- ✓ Seasonal Planning
- ✓ Toolkit
- ✓ Community Based Trainers

Changing the behaviors, practices and beliefs of:

- Men, boys and power holders
- Input suppliers, traders, financiers
- Government officials, policy makers

- ✓ Women as viable farmers, market actors, leaders
- ✓ Challenging underlying social norms & practices
- ✓ Access to productive resources

Monitoring, Evaluation and Learning



- Baseline and End-line -Tracking indicators including:

1. Household Dietary Diversity (HHDD Scale)	2. Adaption and Coping Strategies (CSI tool)	3. Women's Empowerment in Agriculture (WEI)
4. Yield (production)	5. Income & Savings	6. Access to Services

- Mid term Review (2014) – using Outcome Mapping
 - Intra-household & social norm change; men's engagement
- Annual Review Studies
 - Yield, income, gender, decision making
- Participatory Performance Tracker (PPT)
 - Individual adoption of practices, group performance

Mid-term inquiry: How do we interpret changes at the household level?



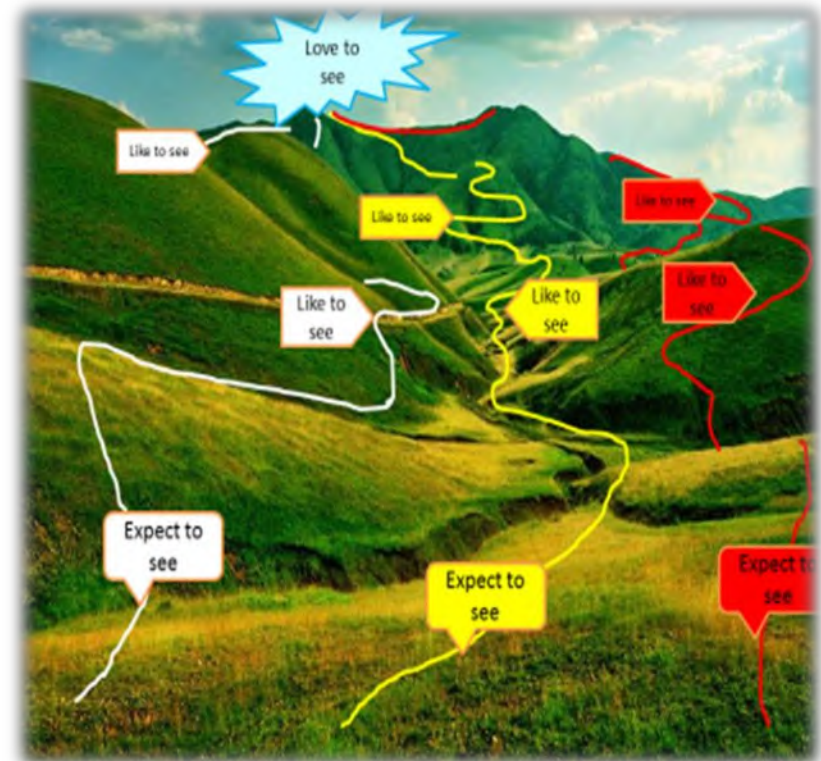
Purposes:

1. Explore changes in women's Intra-household Influence and the enabling environment
2. Adjust and improve gender strategies
3. Build staff qualitative capacities
4. Contextualize and localize meanings of key terms (empowerment, decision-making)

Themes
Decision-making
Women's empowerment
Men's engagement
Community leaders' views

- An **Outcome Challenge** describes *the ideal changes in behavior, relationships, activities, actions of people, groups, and organisations with whom the programme works directly.*

Progress Markers are a graduated set of statements describing a progression of changed behaviours of the people, groups, and organisations with whom the program works directly, leading to the ideal outcomes described in outcome challenge



Key questions:

- Are we on track toward equity and empowerment?
- If yes, what is supporting those changes?
- If not, how can we adjust the program?



Outputs of the MTR (per country)



Progress Markers

Expect to see Women

- Increase agro-economic knowledge & skills
- Adapt new agricultural system
- Exchange ideas & experiences among themselves
- Establish small businesses
- Go to different places, i.e. market, outside the village, ...
- Join collectives
- Make decisions like food purchases or school fees

Like to see Women

- Use agro-inputs
- Advise husband on agronomic practice
- Provide for domestic needs
- Manage their own life, esp. paying school fees
- Work with husband to increase production
- Ask husband to help with land cultivation
- Own farmland
- Travel outside village to buy property or do business
- Participate in sharing financial decisions
- Make joint income decisions with the husband

Love to see Women

- Advise husband on medical insurance
- Make decisions w/o consulting husband
- Decide on eating, marketing, & selling
- Sit with husband to solve conflicts
- Being more confidence to speak up in the community
- Take up leadership roles in the community or church
- Keep family money



An empowered woman is visionary and therefore uses skills and capabilities to make her food secure at a household level. She utilizes her skills to negotiate with spouses, household members and general community members to maintain a healthy status and financial stability. She actively contributes to community agendas and decision-making processes by her leadership in various structures. She speaks publically voicing out her concerns and influences like-minded people to advocate around issues that contribute towards complete women's empowerment.

Malawi – Outcome Challenge - Women

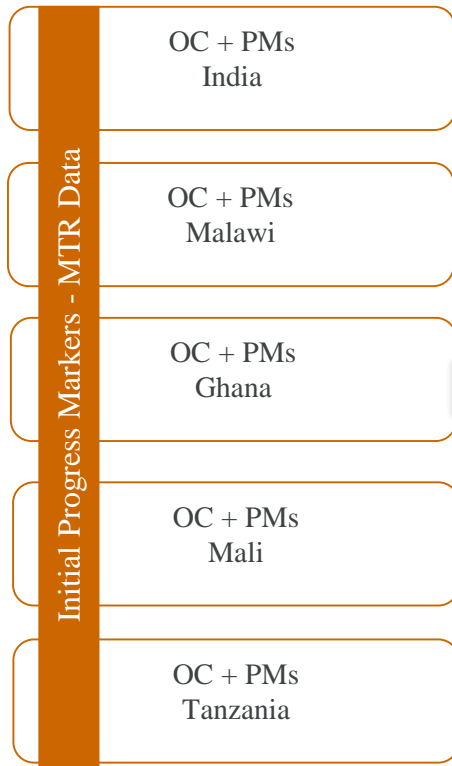
A male champion recognizes his integral role in his family and community. He ensures that his family is food and economically secure by utilizing skills acquired. He appreciates and respects his wife. He values his wife's opinions in decision-making. He reduces woman's workload. He advocates for women's rights and ending gender based violence. He promotes change in the community by actively participating in development activities.

Malawi – Outcome Challenge - Men

- Narrowed down the categories and behavior changes;
- Refined a *graduated, context-specific* set of behaviors per country;
- Identified *common* indicators across countries;
- Identified approaches for integrating into Pathways M&E system



Initial Outcome Challenges and Progress Markers



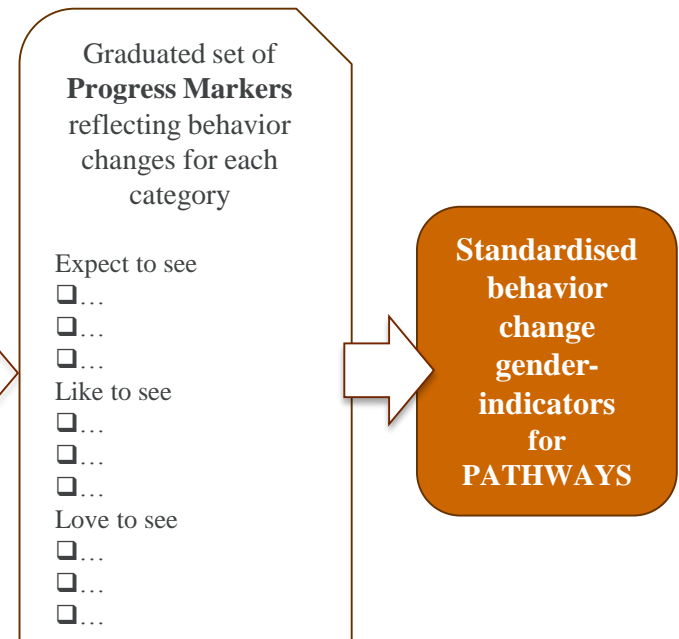
Generated by **Women and Men** in Pathways **communities** during the MTR

5 common categories to structure the behavior change indicators



For both **Women and Men**

Common Gender-indicator Framework



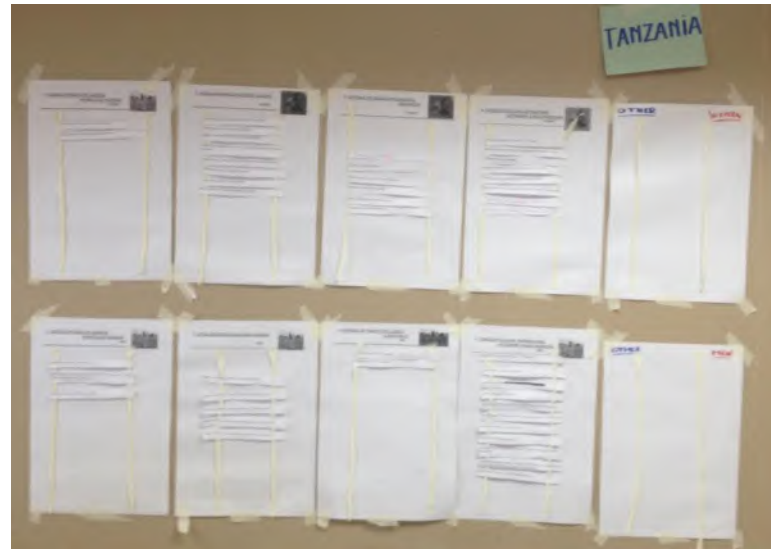
For **Women and Men**, Per **Country**

Step 1. Defining the categories to structure the behavior changes

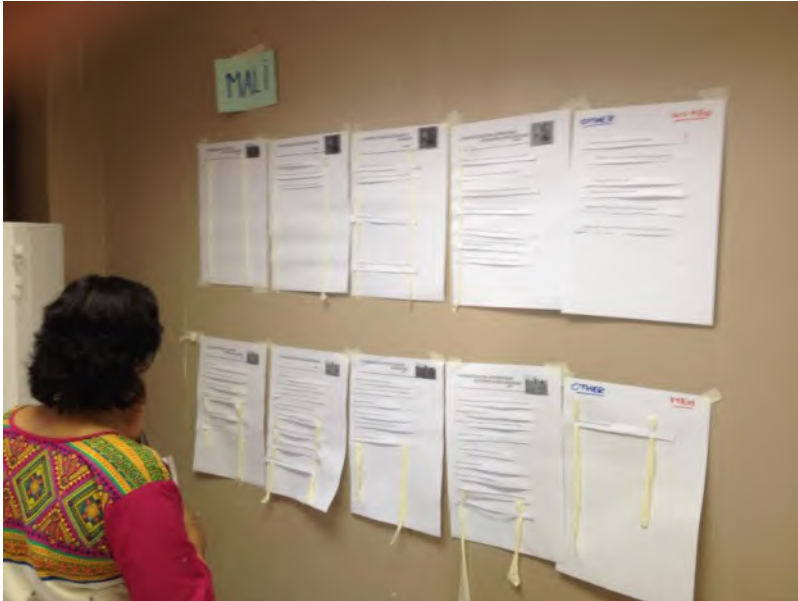


Category	Women	Men
1	Gender division of labor and workload sharing	Gender division of labor and workload sharing
2	Intra-household negotiation, communication & decision making	Intra-household negotiation, communication and decision-making
3	Control of income and productive assets / resources	Sharing control of income and productive assets / resources
4	Self-confidence, autonomy and leadership	Role modeling and respecting women's rights and value (in public)
5	Intimacy and harmony in the relationship	Intimacy and harmony in the relationship

Step 2: Sorting the progress markers in the 5 categories



Step 3: Peer review of the progress markers



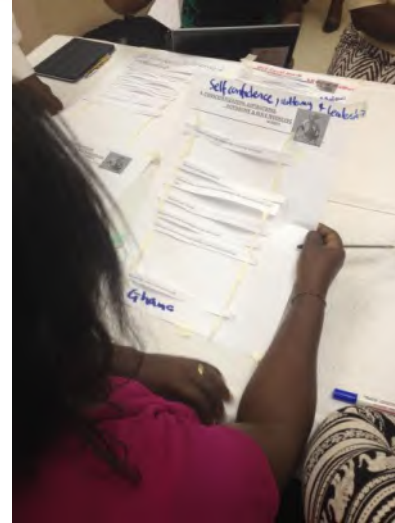
Step 4: Category review across countries

Collective revision per category

1. Read the PMs together
2. Discussed similarities & differences
3. Identified those that are identical or very similar in nature
 - Coded them with the number of times they appeared (starting from at least 3 times)
4. Are there any PMs that are not belonging to this category? – discussed why?
5. *Discussed ways of which PMs can be combined*



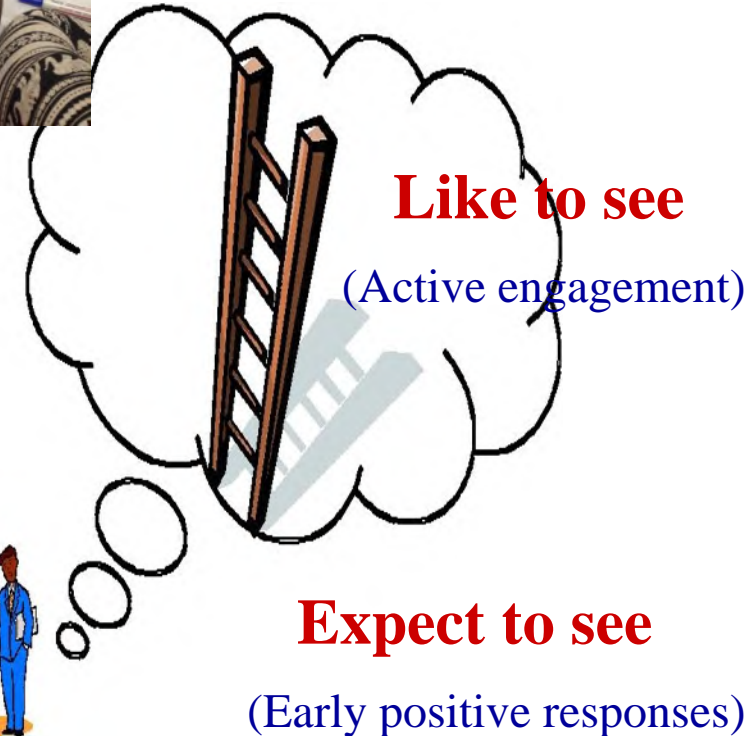
Step 5. Formulate a graduated set of behavior changes for each category (per country)



Love to see
(Deep transformation)

Progress Marker Check list

- ✓ Max 6-8 PMs per category
- ✓ Describes a change in behavior
- ✓ PMs as '*men/women (active sense)...*'
- ✓ Is it specific enough?
- ✓ Not ambiguous or open for interpretation
- ✓ Can it be monitored & observed?



Like to see

(Active engagement)

Expect to see

(Early positive responses)

THE FINAL SET OF PROGRESS MARKERS (PER CATEGORY)



Graduated set of progress markers for women (Malawi)

PROGRESS MARKERS FOR WOMEN (MALAWI)					
	Category 1: Gender division of labor / workload	Category 2: Intra-household negotiation, communication, decision-making	Category 3: Control of productive assets & resources	Category 4: Self-confidence, autonomy & leadership	Category 5: Intimacy and Harmony in household
Expect to see	Women ask husbands for support with household tasks (cooking, fetching firewood and water, childcare)	Women ask husbands to allocate a plot for them to grow groundnut and soya	Women purchase small household items (soap, food, clothes), and pay maize milling services	Women travel outside villages by themselves	
Like to see	Women cultivate together with husbands in <i>all</i> crops	<p>Women independently decide what crop variety to plant/business to start</p> <p>Women negotiate collectively with community leaders for fertile land to grow own crops</p> <p>Women make suggestions to husbands with regard to HH decisions (education, children, school fee's, clothes, marriage, food)</p>	<p>Women invest in productive assets and inputs (livestock, seeds and fertilizer) and pay for school fees</p> <p>Women manage their own piece of land (family, rented, owned, etc.)</p> <p>Women manage their own income (& avoid conflict)</p> <p>Women diversify their enterprises and income sources</p>	<p>Women dress nicely and look good (have bathed, combed hair, put lotion, clean clothes)</p> <p>Widowed /divorced women freely choose not to remarry (to maintain financial independence and make their own decisions)</p> <p>Women negotiate for better marketing terms for agriculture crops</p> <p>Women stop doing casual labour</p>	Women communicate with husbands about sexual needs
Love to see		Women make their own production decisions around soya and ground nuts	Women decide independently how to spend their own money	<p>Women publically speak out against GBV</p> <p>Married women consult local leaders for advice on their relationship and problem solving</p>	Women resolve conflicts amicably and in a non-violent way

THE FINAL SET OF PROGRESS MARKERS (MEN)



Graduated set of progress markers for men (India)

PROGRESS FOR MEN (IN INDIA)					
	<u>Category 1:</u> Gender division of labor & workload sharing	<u>Category 2:</u> Intra-household negotiation, communication & decision-making	<u>Category 3:</u> Sharing control of income & productive assets/ resources	<u>Category 4:</u> Role modeling & respecting women's rights/value (public)	<u>Category 5:</u> Intimacy and harmony in the relationship
Expect to see	Men help women in fetching drinking water and firewood collection		Men support women to adopt improved agricultural practices, to access agricultural tools and information Men supporting women financially in income generating activities		
Like to see	Men take up responsibility for household work when women are traveling outside the village Men work alongside with women in agricultural activities such as transplanting and weeding	Men share information on household incomes and expenditures with their wives		Men vote and publicly speak for women's leadership position in collectives and in local governance systems	
Love to see	Men do household work (cooking, cleaning, washing clothes, child care) to reduce their wife's burden Men wake up early to help with the house hold chores	Men seek suggestions and views from their wives during decision making around incomes and expenditures at household level	Men put the name of their wives as primary title holder in claim applications for forestland rights	Men consume less alcohol and stops violence against women	Men spend more leisure time with their spouses Men spend more time with their children Men respect the desires of their counterparts

GRADUATED SET OF BEHAVIOR CHANGES FOR WOMEN IN MALAWI

Expect to See

- Women ask husbands to allocate a plot for them to grow groundnut and soya
- Women purchase small household items (e.g, soap, food, clothes) and pay maize mill services
- Women travel outside villages by themselves
- Women stop doing casual labor

Like to see

- Women make suggestions to husbands on household decisions (education, children's marriage, clothes)
- Women dress nicely and look good (have bathed, combed hair, put lotion, clean clothes)
- Women cultivate all crops together with husbands
- Women manage their own income to avoid conflict
- Women negotiate with community leaders for better land to grow their own crops
- Women independently decide on what crop variety to plant or business to start
- Women invest in productive assets and inputs (livestock, seeds and fertilizer) and pay for school fees
- Women negotiate for better marketing terms for agriculture crops
- Women communicate to husbands about sexual needs
- Widowed /divorced women freely choose not to remarry (to maintain financial independence and make own decisions)

Love to see

- Women decide independently how to spend their own money
- Women resolve conflicts amicably and in a non-violent way
- Women make their own production decisions around soya and ground nuts
- Women publically speak out against GBV
- Married women consult local leaders for advice on their relationship and problem solving

GRADUATED SET OF BEHAVIOR CHANGES FOR MEN IN INDIA

Expect to see

- men help women in fetching drinking water and firewood collection
- men support women to adopt improved agricultural practices, to access agricultural tools and information
- men supporting women financially in income generating activities

Like to see

- men take up responsibility for household work when women are traveling outside the village
- men work alongside with women in agricultural activities such as transplanting and weeding
- men share information on household incomes and expenditures with their wives
- men vote and publicly speak for women's leadership position in collectives and in local governance systems

Love to see

- men do household work (cooking, cleaning, washing clothes, child care) to reduce their wife's burden
- men wake up early to help with the house hold chores
- men seek suggestions and views from their wives during decision making around incomes and expenditures at household level
- men put the name of their wives as primary title holder in claim applications for forestland rights
- men consume less alcohol and stops violence against women
- men spend more leisure time with their spouses
- men spend more time with their children
- men respect the desires of their counterparts



- Integrated the gender-indicator framework to the existing M&E systems of Pathways
 - In country data collection in every six months interval
 - Country level data compilation, analysis and reporting
 - Aggregation of data and reporting at global level

Aggregation of Results



Reporting Process:

- Field agents from CARE and implementing partners collect data at the community level, and it is aggregated by the program team.
- At the country level, data are organized according to Progress Marker categories (e.g. “Intimacy and Harmony in the Relationship”).

			Progress Markers (Women)													
			Category 1: Gender division of labor & women's empowerment								Category 2: Women's economic empowerment					
District	Village	Community	Women ask husbands for support with household tasks (cooking, fetching firewood and water)				Women cultivate together with husbands in all crops				Women ask husbands to allocate a plot for them to grow groundnut and soya				Women have independent access to land (what crop plant/buy)	
			Nil	Low	Medium	High	Nil	Low	Medium	High	Nil	Low	Medium	High	Nil	Low
Kasungu	Chipokolo	Chipokolo			1				1				1			1
Isungu	Chikosa	Chikosa				1			1					1		
Isungu	Kadamanja	Mchenga			1				1					1		
Isungu	Chikwesa	Chikwesa 1				1			1					1		
Isungu	Bwemba	Bwemba			1				1				1			
Isungu	Chikwiya	Chikwiya			1				1				1			
Chwa	Ndolera	Sintala				1			1				1			
Chwa	Mwamphira	Kamwana			1				1					1		
Chwa	Ndagwamo	Ndagwamo				1			1				1			
Chwa	Sintala	Sintala				1			1				1			
Isungu	Chayima	Chayima		1					1				1			1
Isungu	Dimi	Dimi			1				1				1			

- The categories are shared across countries, but the indicators could be different.
- So, data can be organized and analyzed by the five pre-defined categories.
- Some indicators are the same across countries (e.g. men collecting firewood and water for their households, or women having mobility to go outside of their community).

Creating a Common Reporting Template



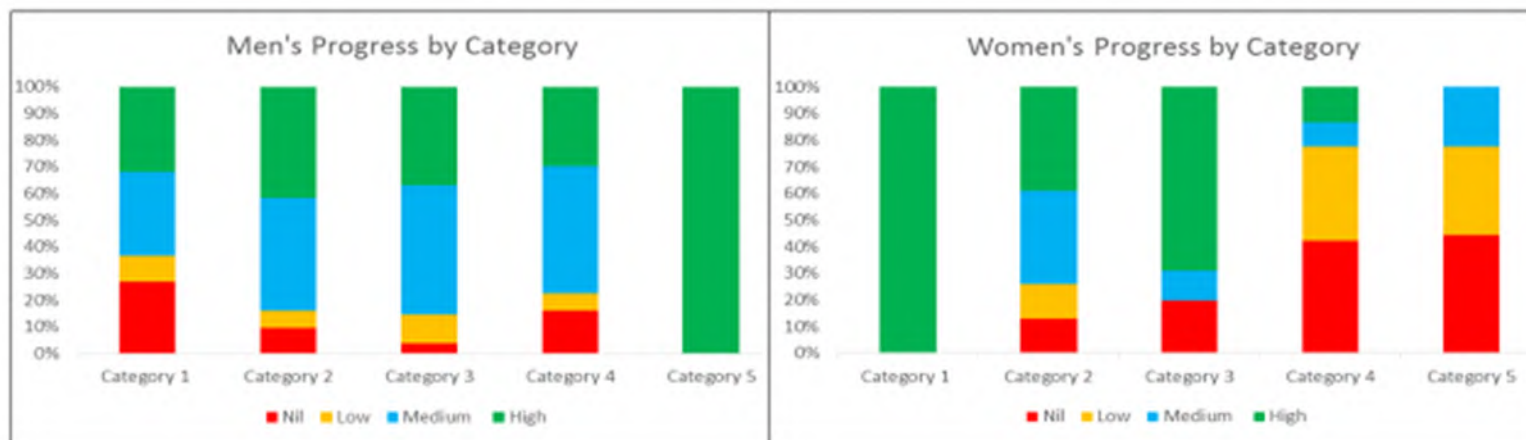
Comparison of change

- Visualizing data helps us to identify patterns that might not otherwise be obvious.
- Data are arranged by “expect-like-love” categories and by outcome challenge categories.

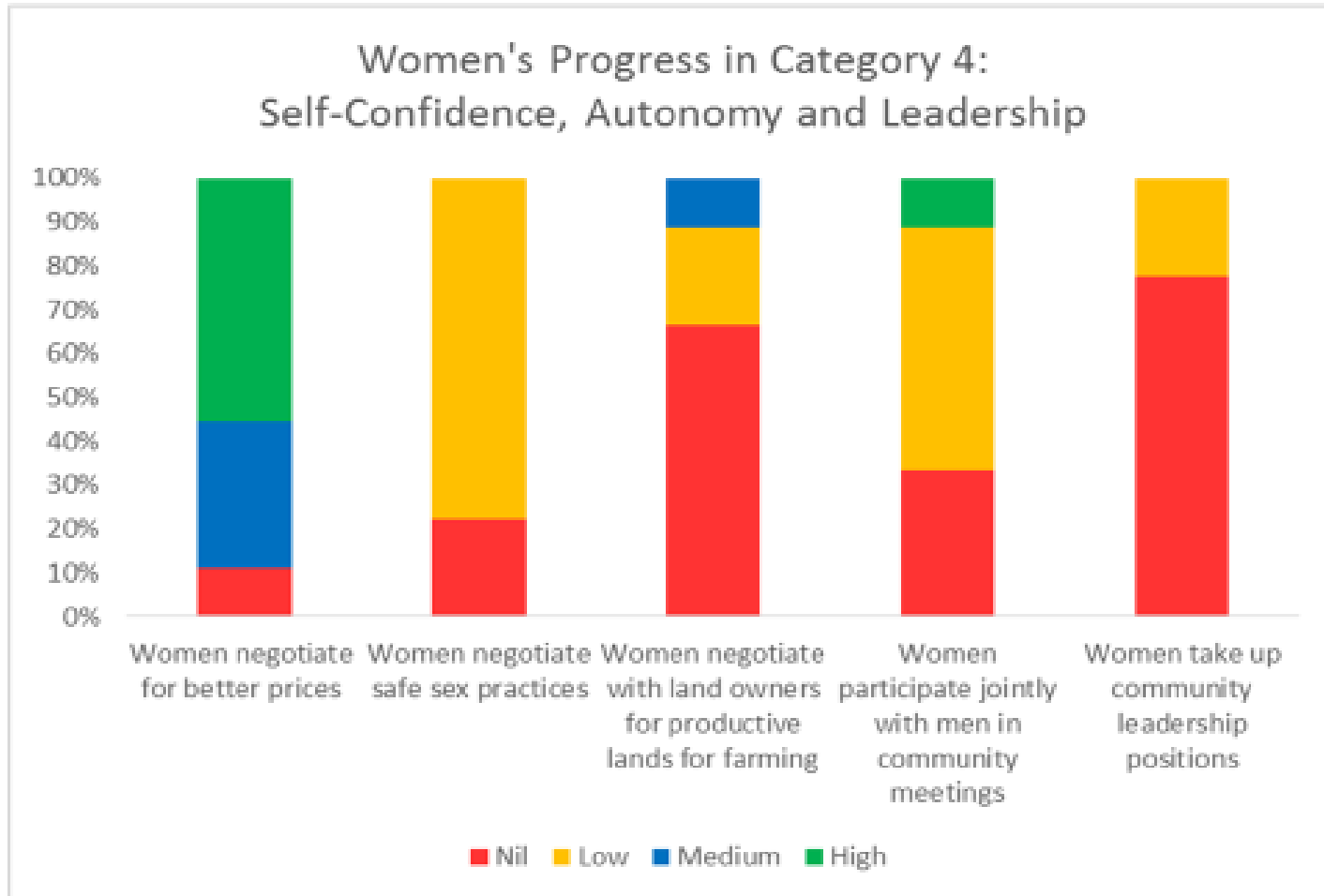
Data analysis focuses on three important questions:

- What?** - What trends/patterns are we observing?
- So what?** - What does that mean? Why might this be happening? Why does it matter for the program?
- Now what?** – How shall we act on this information?

Progress by Category



Creating a Common Reporting Template



How useful is the process? – field perspective (Malawi)

Appreciate and recognize positive changes



Women dressing nicely and looking smart

“You can see for yourself how beautiful these women look now”

Village Chief, Malawi



“I used to admire women in collectives dressed smartly when going for usual meetings and that’s what compelled me to join. I am now a changed woman”



Field perspective (Malawi) - risk monitoring and program adjustments



Dialogues around GBV, and control of income were introduced in Malawi based on the PM findings

December 5, 2016



“We now have a deeper discussion between men and women on observable behavioral changes and factors driving and hindering the changes through this exercise”

“There is need for us to convene more of these meetings so that together with the chief we can deal with alcohol abuse among the youth and young men who insult and abuse their wives a lot when drunk”

“We no longer consider women as second class citizens because they are able to earn money and contribute to household needs just like us men”

Field perspective (Malawi) - intimacy and harmony in relationship



“I’m not ashamed any more to walk with my wife in public, even coming to today’s gender dialogue session, we walked together”

“In the past, our wives despise the gifts we bought them, but now we must say they are appreciative and this has given us the energy to continue buying them”

“Men resolve conflicts in family amicably and in a non violent way”

Staff reflections on the process

“Can be used for the country program to reflect and understand change”

“Helps communities to better understand gender issues”

“Can help develop better strategies for programs”

“Helps to report better on impact”

“Complementing abstract indicators into real observable & contextualised changes”



“It’s especially helpful for the staff/implementers – the process of reflection, the sense of achievement and motivation, understanding why.”

–Participant, Gender Indicator Design workshop

- *How often can we change/modify the PMs?*
- *Is it ok to move PMs out of their categories (expect/like/love)? If so, how often can we change?*
- *What if some PMs are no longer relevant?*
- *How to have balance between specific context and broader trend?*
- *How useful is global analysis of the indicators?*
- *How do we capture in the narrative the exciting findings in the field, beyond the PM data?*

Challenges

- Staff capacity for in-depth probing
- Leadership buy-in
- Investment in time
- Using the tool for dialogue, and not as checklist



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