

# DEMAND-DRIVEN EVALUATIONS FOR DECISIONS (3DE)



## PROGRAM OVERVIEW

### INTRODUCTION

Demand-Driven Evaluations for Decisions (3DE) is a pioneering approach to support ministries of health with evidence-based decision-making by using rigorous impact evaluations in a demand-driven, rapid, and efficient way. The primary aim of the 3DE project is to generate reliable impact evidence that meets ministries' needs and is directly used to catalyze implementation of cost-effective health interventions. Beginning in 2015, 3DE is being implemented in Rwanda, Zambia and Zimbabwe.

### THE 3DE APPROACH INTEGRATES FOUR ESSENTIAL STEPS:

#### IDENTIFY EVALUATION QUESTIONS



#### MINISTRIES OF HEALTH DETERMINE WHAT QUESTIONS NEED TO BE ANSWERED TO INFORM POLICY DECISIONS

Identifying and refining an appropriate evaluation question is the foundation of a successful 3DE evaluation. We target ministries' high priority questions that will influence decisions and drive policy change. 3DE questions need to be answerable using rigorous evaluation methods on an accelerated timeline—providing evidence in months rather than years. We have found that the best questions are based on a key decision that needs to be made, where the intervention is clearly defined, the project is led by a champion within the ministry, and there is a strong likelihood that national scale-up will be possible and successful.

#### CONDUCT RIGOROUS EVALUATIONS



#### 3DE CONDUCTS A RIGOROUS AND RAPID IMPACT EVALUATION THAT IS ALIGNED WITH MINISTRY NEEDS

To answer a 3DE question, an impact evaluation must be designed and conducted according to a statistically sound evaluation protocol while bearing in mind a ministry's needs, decision timelines, operational complexity, and cost. In order to draw firm conclusions about the attribution of any observed impact, evaluation methods are used that allow for a comparison of the intervention with counterfactual situations in a robust manner. Data collection is conducted in coordination with the ministry, taking into account existing resources and data quality. The 3DE process prioritizes sharing findings with the ministry as quickly as possible.

#### CATALYZE POLICY AND PROGRAM ACTION



#### 3DE WORKS WITH MINISTRIES TO TRANSLATE EVALUATION RESULTS INTO PROGRAM AND POLICY ACTION

The 3DE team works closely with ministries to catalyze decisions on the basis of the evidence from the impact evaluations and to provide management and analytical assistance to support action. This could take a variety of shapes, including outlining an operational plan for a proposed intervention, determining the policy levers required to move forward, or analyzing the costs of national scale-up. We have found that the potential for national scale-up is greatest when the design of the impact evaluation is as close to real conditions as possible and there has been strong leadership from the ministry throughout the evaluation process.

#### DISSEMINATE EVIDENCE AND LESSONS



#### MINISTRY AND 3DE STAKEHOLDERS COLLABORATE TO BROADLY SHARE EVALUATION EVIDENCE AND 3DE PROGRAM LEARNINGS

While 3DE evaluations are targeted at providing locally-relevant evidence to meet the demands of the government and local stakeholders, the results are likely to be informative for other similar contexts. The 3DE team works with ministries to develop evaluation briefs, conference presentations and manuscripts to share the evidence broadly. Also, 3DE continues to document our lessons learned, refine our approach and share this model to bridge the gaps between research and policy.