

EXERCISE – INTRO TO IMPACT ASSESSMENT

HOW DO WE KNOW IF OUR PROGRAMS ARE REALLY MAKING A DIFFERENCE?

Instructions: In your groups, please analyze the following two program interventions and use the 4 guide questions to decide how their impact could be measured. After your group is finished, please report back to discuss and compare your conclusions with the other groups.

Program 1. One-week region-wide training program on the basics of human trafficking and counter-trafficking. The training program is focused on the labor sector, and includes Ministry of Labor officials and representatives from employer and worker associations, from all of the countries in the region.

Question 1. What is the objective of the intervention?

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Question 2. Who is the target population? (Direct and indirect)

Direct:

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Indirect:

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Question 3. What behavior change or action do we want to see from this target population, as a result of the intervention?

Direct:

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Indirect:

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Question 4. How can we collect information to know whether this behavior change or action is occurring...or whether there are other results?

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Program 2. One-year income generation program in areas of rural southern Vietnam with high rates of outmigration. Income generation activities include a package of community microcredit programs, along with training on animal husbandry techniques and improved agricultural techniques.

Question 1. What is the objective of the intervention?

Question 2. Who is the target population? (Direct and indirect)

Direct:

Indirect:

Question 3. What behavior change or action do we want to see from this target population, as a result of the intervention?

Direct:

Indirect:

Question 4. How can we collect information to know whether this behavior change or action is occurring...or whether there are other results?