RHRC CONSORTIUM MONITORING AND EVALUATION TOOLKIT

PROGRAM PLAN OUTLINE

Note: *Service organizations and donors often require you to use their format for program plans or project proposals. While different formats may use different words or sections, much of the information is the same. The outline provided here can be used as a guide.*

Program Plan Cover Page
Project title
Project location
Implementing organization(s)
Date of submission
Project causal hypothesis
Population of interest (number and brief description)
Project objectives
Partner organizations
Project duration
Budget amount

I. Introduction and Project Setting

Present a brief general description of the project area and your organization. This section should provide enough information so that someone unfamiliar with the situation can understand its challenges and opportunities.

Include:

- overview of the greater and specific project setting (the political, social and economic environments) and population profile (e.g., socio-economic setting, economic activity, cultural considerations)
- socio-demographic information (e.g., basic demographic profile and broad health indicators)
- relevant recent events and major social issues
- the history/background of your organization, especially as it relates to this setting

II. Needs and Resources Assessment

A. Reproductive health status and issues

- Present RH information about the population that you have access to, in narrative and/or table form. Note sources.
- Note relevant concerns and barriers to care of sub-groups, particularly your group/sub-group of interest (e.g., women, men, refugees, adolescents, out-of-school teens, commercial sex workers, urban/rural, racial groups, sexual orientation, etc)

Comparing your population of interest to reference groups (e.g., using national, state statistics) can highlight areas of need.

B. Resources identified

- Present information on the services and resources available to your population of interest, any information on quality of services and data/information on use of services. Include:
  - RH and other relevant services offered by public, NGO and commercial sectors
  - resources in the community (include material assets, skills, functioning social and political structures)
  - note what is missing regarding services or quality of care

C. Conclusion: identify priority area(s) for involvement

State the gap between needs and resources you have identified that will be the focus of your project.

Note: The information in Sections I and II should be as brief as possible, so that the reader arrives quickly at the substance of your project. You will undoubtedly collect more information during the N&R assessment than you will include in the write-up. Use information relevant to the project you are proposing, rather than providing an exhaustive political and social history of the area.

III. Description of the Proposed Project Design *(variable length, but be as concise as possible)*

A. Causal hypothesis and rationale, causal pathway diagram

After stating the causal hypothesis, include a brief technical rationale for selecting this particular causal pathway. I.e., what technical or programmatic reasons do you have for asserting this causal pathway will work in this situation?

B. Project Objectives

- List your SMART project objectives. Include duration of project. Be clear about the specific population with which you will work (numbers, locality, characteristics)

  Reminder: this is what you promise to show, through data, by the end of the project. Aim for *Impact or Effect Objectives* if possible; *Output Objectives* are the alternative. You may choose a combination of *Effect and Output Objectives*. Avoid stating Objectives as Activities (e.g., To train x people …)

C. Partner Organizations

- If you are working with other groups, including community groups, identify them and their role in the project.

D. Project Activities and Outputs

- Delivery of information, education, communication and counseling services
- Delivery of direct RH services (e.g., family planning clinic- or community-based services, STI treatment, emergency obstetric services)
- Staffing / worker selection criteria and roles
- Staff skills development / training, training of trainers and refresher training
- Support and supervision
- Supplies and logistics

For each of these program components, discuss:

- *what will be accomplished*
- *what techniques / methods / processes / criteria will be used*
- *who will do it*
- *where it will be done*

Use specific numerical targets where appropriate.

IV. Monitoring and Evaluation Plan

A. M&E plan, table

- Summarize your M&E plan in a table, using attached format.
  - Your objectives (whether impact, effects and/or outputs) must appear in the table.

    Note: Aim for a variety of data collection methods or sources, so that information will be available regularly as you implement (e.g., from the project monitoring system) and also when needed from special studies (e.g., surveys).

    There will always be information in addition to your objectives that you will need to track for internal project management, even though you might not report it to the community, partners or donors. These include Activities as well as Outputs. It is suggested that you include key activities and outputs in the M&E plan even if they are not objectives.

B. M&E plan, narrative description

- For each data collection method (e.g., survey) or source of information (e.g., project records), explain:
  - Who will design the instruments, collect, process and analyze the data? Who will train people for these roles? Who will oversee and supervise the work?
  - How will the information be used for decision-making? Who will be involved in decision-making?

- How will project results, findings and lessons be shared among the partners and to the broader professional community?

V. Project Resources and Implementation

A. Partner organizations, staffing and responsibilities

- Clarify the management responsibilities and relationships among the partner organizations.
- List key staff positions and their main management, technical and reporting responsibilities.

B. Budget

- List line items reflecting the activities you have included in your project.
- Check to make sure that any activity you plan to undertake has funds budgeted for it.
- Check that each line in the budget is connected to an activity described in the document.

C. Implementation plan

- List key project activities and planned month or quarter of implementation.

MONITORING AND EVALUATION PLAN ***FORMAT AND EXAMPLE***				
Causal Pathway Step	**Indicators**	**Source of data/ Data collection method**	**Frequency of collection/ compilation**	**Comments**
Desired Impact (you may choose not to measure your desired impact)				
Effects				
Outputs and Activities				
▪ Train 200 community outreach workers *[Activity]* in order to ▪ Obtain well-qualified, effective workers *[Output]*	▪ # of community outreach workers trained ▪ % trained workers who pass final training exam ▪ % of trained workers rated "Very Good" in the field	▪ Project records ▪ Training records ▪ Supervisors' checklist and reports	▪ Every 6 months ▪ At every course ▪ Quarterly	▪ Training exams to be developed ▪ Checklist to be field-tested during 1st year