



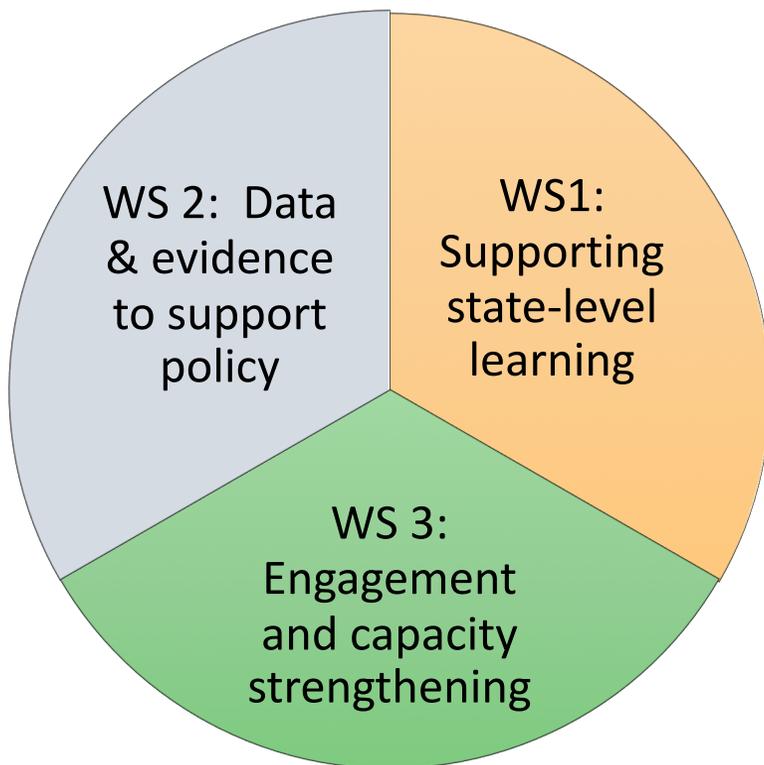
*POSHAN (Partnerships  
and Opportunities to  
Strengthen and  
Harmonize Actions for  
Nutrition in India)*

A nutrition knowledge and  
evidence initiative in India

New Delhi | June 24, 2019

## POSHAN's Goal

- To support data- and evidence-informed policy and program decisions at the national and state
- Approach:
  - Analyze state-level nutrition outcomes, policies and programs
  - Generate operationally-relevant analytics and evidence
  - Invest in communications and capacity strengthening, including around demand for evidence
- Time frame – 2016-2020



## Implementation research core to POSHAN

- Generating success stories and building learnings for improving programs – e.g., Stories of Change
- Program-oriented data analytics using publicly available data sets – e.g., coverage of interventions
- Awareness generation and data-driven decision making– e.g., District Nutrition Profiles (*using data for decision making*)
- Opportunistic and responsive – e.g., working with state-governments on topical areas of interest (Tamil Nadu and Chhattisgarh)
- Process evaluations – e.g., Integration of Common Application Software into the ICDS program

**METHODS**– Landscape reviews, field-based primary data collection using surveys and qualitative research methods, data analytics using secondary data sources; Solution-based approaches are tested in experimental settings

What led to the realization that there was a need to know more about the implementation?

# ICDS-CAS: Multi-component engaged evaluation of the integration of technology (phone, app, data) into the flagship nutrition program, the ICDS



- **Impact evaluation** to assess impacts of CAS over and above the standard systems strengthening & capacity building on frontline worker service delivery
- **Mixed methods process evaluation** to understand and document pathways to impact of the CAS intervention and identify facilitators and barriers to implementation and scale up
- **Cost analysis** aims to assess cost components and actual costs
- **Technology evaluation** to assess the user experience with the application (consumption, adoption, and scale-up of app)

**Evaluation partners:** USCF, UC Berkeley, NEERMAN, Accountability Initiative, ThoughtWorks, IFPRI

## Multiple reasons led to investments in implementation research

### Demand from government

- Working closely with the national and state government
- Baseline results shared with government counterparts – demand for status on processes

### Pilot phase program

- Started as a systems strengthening program
- Becoming one of the components of the National Nutrition Mission

### Explain impact

- Short time frame for impact evaluation
- Document pathways and identify challenges and inform impact results

How did you go about getting the knowledge about implementation that was needed?

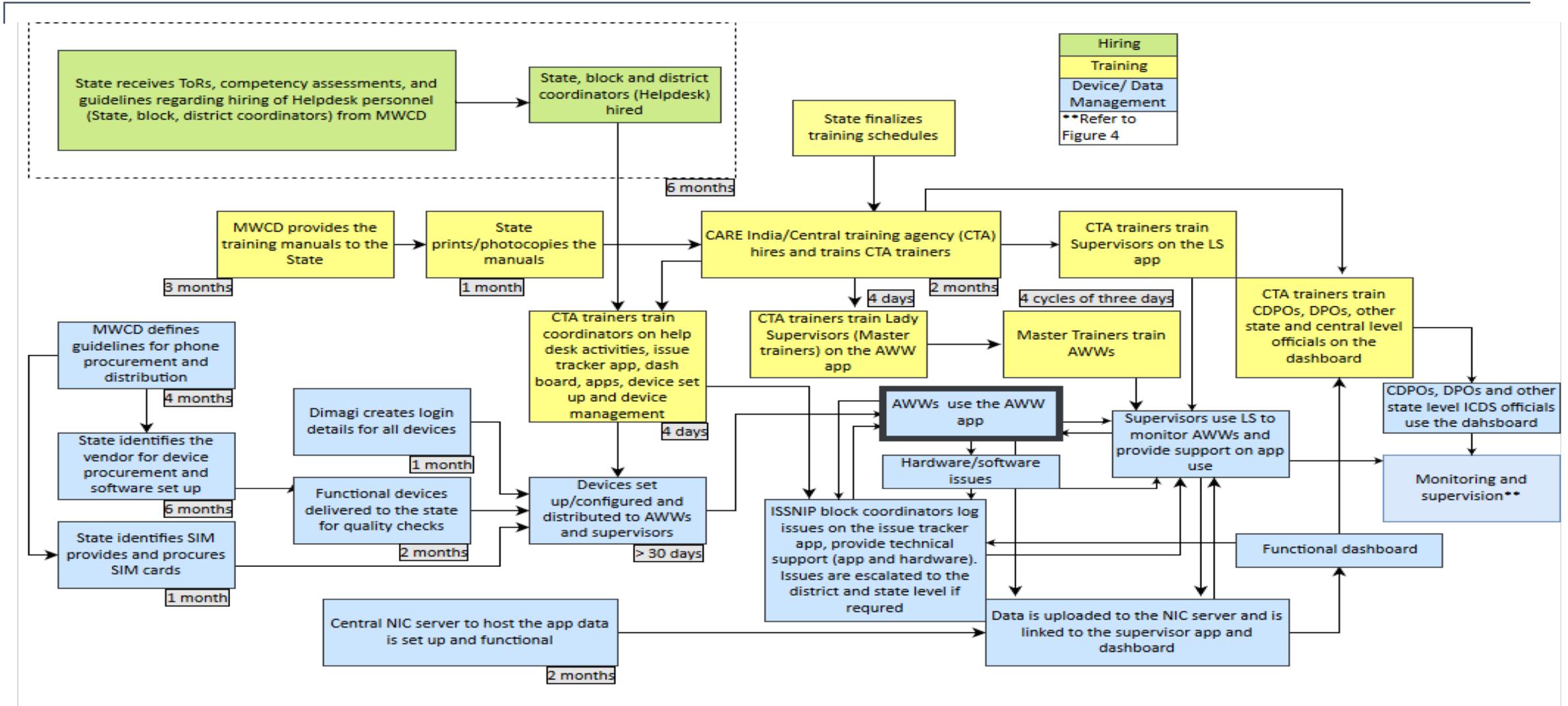
# Research questions and Approach

1. How do upstream and contextual factors and processes affect the roll-out of the ICDS-CAS intervention to the ICDS frontline workers (AWW, Lady Supervisors)?- *Platforms*
2. How do mid-stream and contextual factors affect the use of the ICDS-CAS application by the ICDS frontline workers (AWW, LS)? *Processes*
3. How do client populations feel services have changed since introduction of the technology?

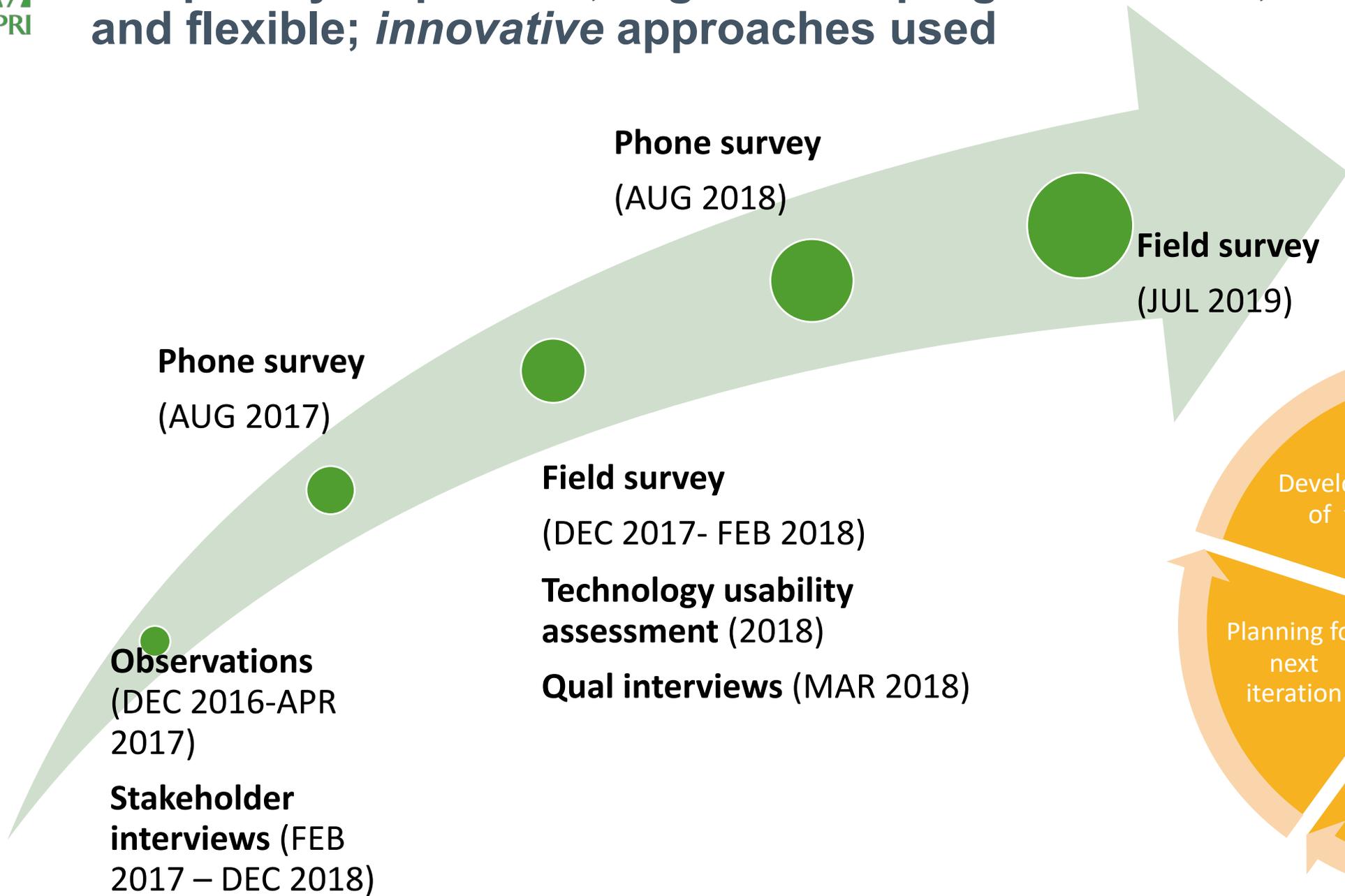
## STEPS:

- Developed program impact pathways (PIPs)
- Identified and prioritized key questions
- Linked data collection methods to the PIPs:
  - Mapped data collection to PIP domains
  - Collected data at multiple program levels

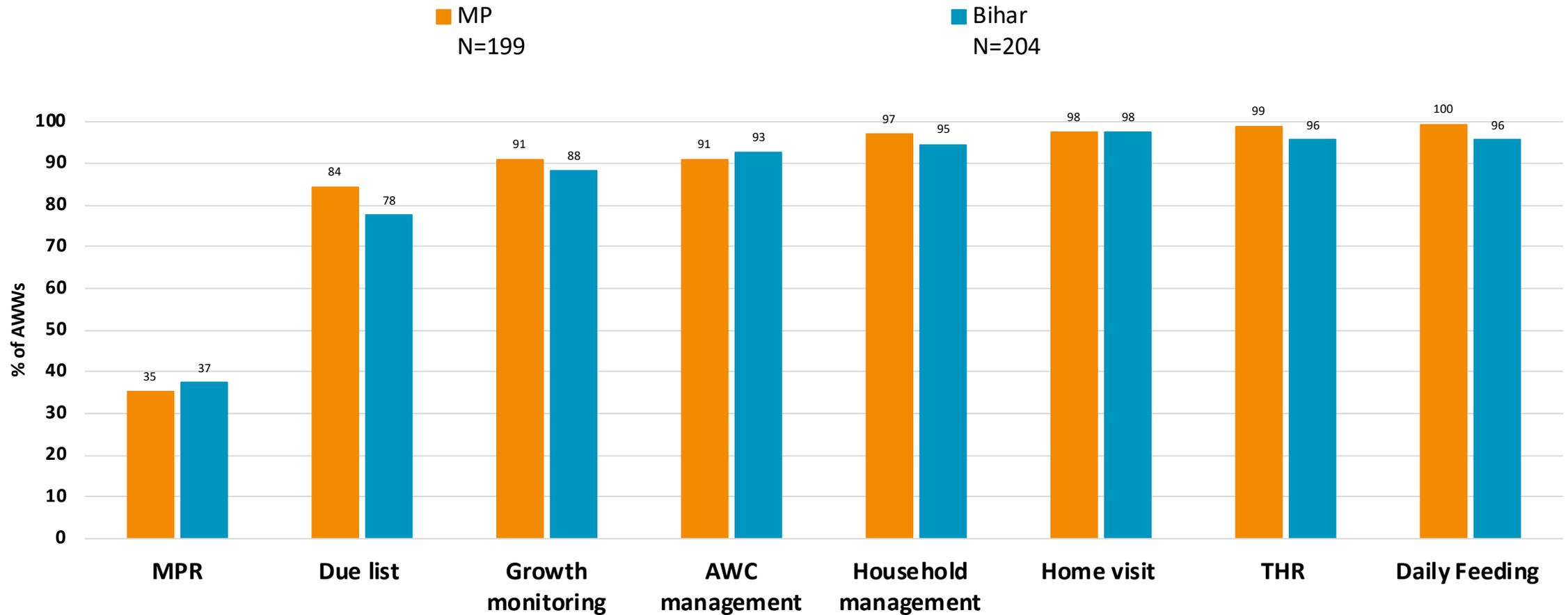
# Example PIP: Implementation platforms



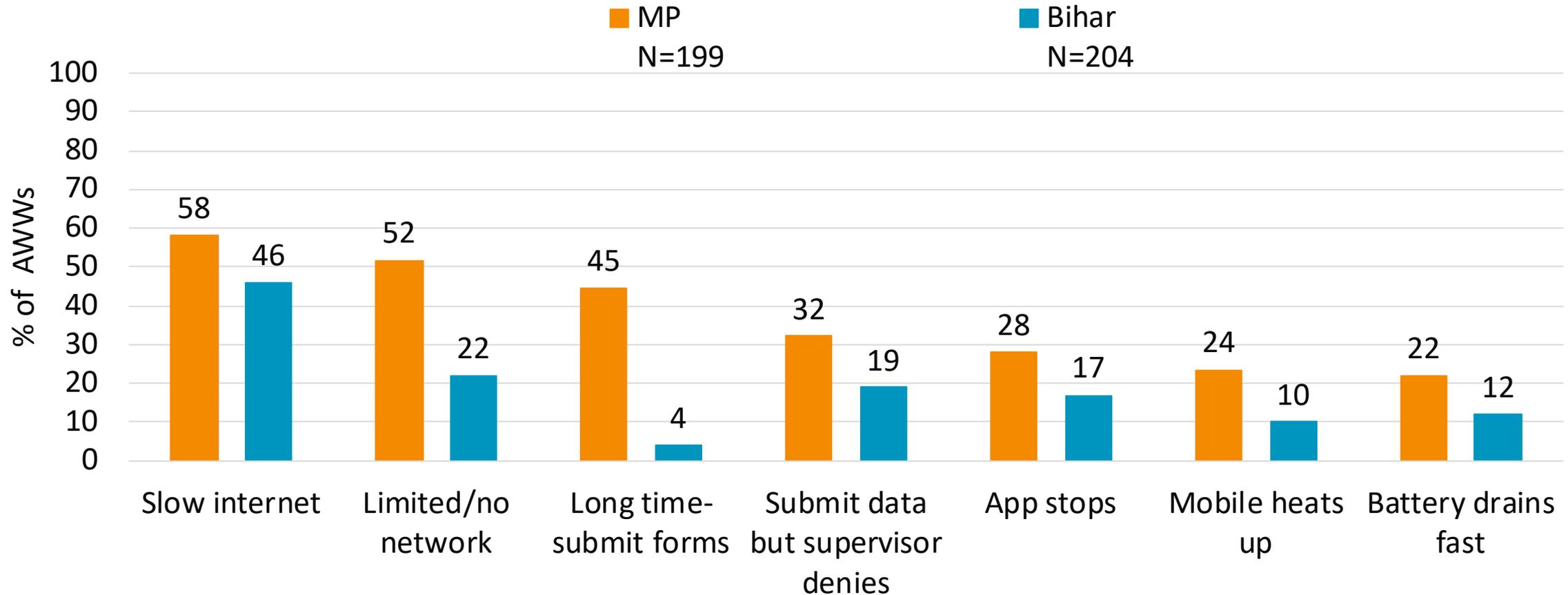
# Temporally sequenced, aligned with program roll-out, responsive, and flexible; *innovative* approaches used



# Snapshot of findings – Frontline workers find it easy to use the App

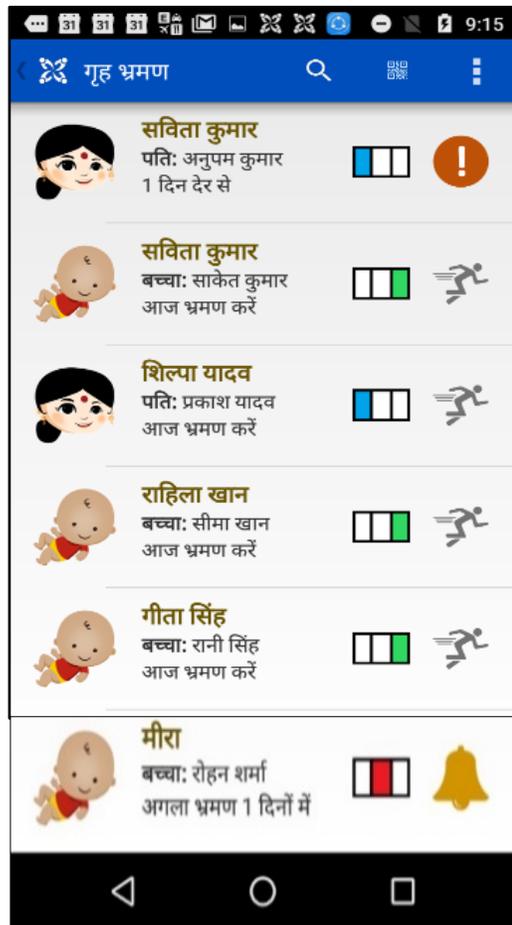


# Snapshot of findings – Frontline workers face challenges in using the *App*



Majority of the frontline workers and their supervisors prefer the mobile application to the paper-based registers *and* have a positive perception.

# Snapshot of findings- Frontline workers' confusion about colors in a module - Home Visit Scheduler



## Qualitative findings

- Consistent with findings from PE and the usability study, some AWWs were confused about the colors in the home visit scheduler.
  - Few AWWs thought the colors indicate the time before which need to visit rather than continuum of care.

## Heuristic & usability findings

- There are three different styles of icons used in the home visit scheduler module. Such variety hampers the App's ability to communicate with the user in a coherent tone.
- The stages of pregnancy represented with colors is unclear and confusing

## Snapshot of findings- *Challenges and opportunities for scaling up*

- Nearly all the AWWs reported at least one challenge.
  - *Examples:* having to travel to submit data, lack of network in their AWC/village, slow internet, slow device, or issues pertaining to battery life or heating up.
- Greater engagement between center and state, transition to state ownership, investment in staff capacity at the state, and a shared vision needed.
- Recognize that ICDS-CAS app is situated within the larger context of the ICDS program.

How did the new knowledge get used?

## Findings shared through multiple channels

- Shared the findings with government (national and state) and development partners
- Implementers discussed the findings, did their own field work to confirm the findings and identify solutions
- Findings informed development of a high-level brief shared with the national-level ministry

What was gained by using the new knowledge?

# Less than perfect.... *a great beginning*: Changes to improve elements of intervention components started

- App design
  - App design features revisited – growth monitoring module and home visit scheduler
- Internet connectivity
  - Efforts to identify local network providers to increase coverage
- Gaps do exist
  - E.g., Phone replacement planning, data use, data confidentiality, integration with state needs

# Iterative...persistent... persuasive .... collaborative...time and resource intense

- Designing research, engaging partners, sharing findings:
  - *iterative* process
  - requires *persistence* (defining, being accommodative to ever evolving program) and *persuasiveness* (communicating the importance of systematic documentation and the types of methods used)
  - a collaborative effort – *multi-component* study and each component is complementary to the other
  - time and resource-intensive activity – design, engage, implement, communicate (slide decks, meetings, 1-pagers, research briefs, manuscripts)

**Thank you**

# Extra Slides