

## Evaluation of COVID-19 Risk Communication and Community Engagement in Jordan Country Office

### INCEPTION REPORT – SECOND DRAFT

Submitted to:



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Submitted by:

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## ACRONYMS

COVID-19	Coronavirus Disease
FGD	Focus Group Discussion
KAP	Knowledge Attitudes and Practices
KII	Key Informant Interview
MEL	Monitoring, Evaluation, and Learning
MMIS	MMIS Management Consultants
MOH	Ministry of Health
NCFA	National Council for Family Affairs
NGO	Non-Governmental Organization
OECD	Organization for Economic Co-operation and Development
RCCE	Risk Communication and Community Engagement
RHAS	Royal Health Awareness Society
TOR	Theory of Change
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WHO	World Health Organization

## I. Introduction

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### I.1 Background

The first COVID-19 case reported in Jordan was on 2<sup>nd</sup> of March 2020. King Abdullah II called to enact the National Defense Law on March 17<sup>th</sup> activating the state of emergency to contain an outbreak of the coronavirus pandemic. Strict nationwide lockdown measures were implemented restricting movement. On April 30<sup>th</sup>, the Jordanian government eased the lockdown and re-open the economy. With the re-opening additional preventive measures were implemented to ensure the containment of the spread.

The ability to truly impact the spread of the virus across the kingdom was highly depending on spreading awareness to the public. Therefore, UNICEF Jordan developed the Risk Communication and Community Engagement (RCCE) in partnership with the World Health Organization (WHO), Ministry of Health (MoH), Royal Health Awareness Society (RHAS) and National Council for Family Affairs (NCFA). The RCCE activities aimed to raise public awareness on COVID-19 through communication of key messages on multiple social media platforms (e.g., Twitter, Facebook, Instagram). These key messages were on prevention, risk reduction behaviors and ensuring availability of services.

Due to the resources, technical inputs and efforts put into RCCE, UNICEF has contracted MMIS to evaluate the RCCE strategy and assess whether or not it reached its expected results.

### I.2 Project Objectives

The overall objective of this evaluation is to analyze and assess the overall strategy, as well as the influence of behaviors and practices, on reducing the spread of the COVID-19 virus. This does also include the COVID- vaccine response.

The specific objectives of this evaluation are to:

1. Identify what were the main enablers and drivers as well as bottlenecks and barriers for behavior and attitudinal changes at household and community levels that were identified in order to mitigate the spread of the COVID-19 virus.
2. Verify whether the RCCE's components were successful mitigating the COVID-19 spread in selected areas based on UNICEF Jordan's geographical intervention in terms of effective use RCCE strategies.
3. Identify if the vulnerable, marginalized and excluded populations were targeted and reached by means of RCCE's activities and strategies, and what mechanisms were used to reach them.
4. Understand if the evidence created throughout the implementation of RCCE in Jordan has informed the response in real time, and if this led to best practices that can be replicated.
5. Provide concrete recommendations that will be considered for future COVID-19 UNICEF interventions and its implementing partners

## 2. Methodology

MMIS has tailored a unique methodology for providing evaluation services on a level that best fits UNICEF requirements and special considerations. Below is a detailed description of the main activities that will be carried out during this project: (I) Research Design (II) Data Collection and Quality Control (III) Data Analysis and Reporting

### Phase (I) Research Design

1. **Kick-off meeting:** On the 12<sup>th</sup> of June, 2022, MMIS project team management met with the concerned representative(s) of UNICEF and key project staff, in a kick-off meeting, to consult and agree on clarifying the evaluation objectives, scope and approach as well as formalizing the project team, project schedules and deliverables.
2. **Desk research/ secondary data collection:** UNICEF team provided MMIS with relevant information and secondary data to conduct the desk review. As a result, MMIS team undertook a comprehensive desk research and literature review of proposal documents; logical framework, Theory of Change (TOR), Roadmap, media campaigns, progress reports, MEL plan and publications from MoH, WHO etc.
3. **Stakeholders mapping:** MMIS team mapped the below stakeholders to be interviewed during the evaluation, the final list will be agreed on with UNICEF team:

External Stakeholders	Internal Stakeholders (UNICEF)
<b>Governmental Entities:</b> <ul style="list-style-type: none"> <li>Ministry of Health</li> <li>Ministry of Youth</li> <li>Ministry of Culture</li> <li>Ministry of Education</li> <li>Ministry of Religious Affairs and Awqaf</li> <li>National Council for Family Affairs</li> </ul>	<ul style="list-style-type: none"> <li>RCCE staff</li> <li>Other relevant UNICEF staff</li> </ul>
<b>International and Local Development Actors:</b> <ul style="list-style-type: none"> <li>Royal Health Awareness Society (RHAS)</li> <li>World Health Organization (WHO)</li> <li>USAID</li> <li>Naua/ Nahno</li> <li>Crown Prince Office</li> </ul>	
<b>Media:</b> <ul style="list-style-type: none"> <li>Nashama FM</li> <li>Hayat FM</li> <li>Jordan Radio</li> <li>Roya TV</li> </ul>	

**Commented [MS1]:** Would be great if we can do an analysis of the relation between COVID and Vaccine governmental stats and RCCE activities in terms of scale and timeline.

**Commented [MS2]:** Can we add NGOs, private sector who responded and not in RCCE taskforce

4. *The evaluation criteria:* The evaluation will follow the guidelines of the standard OECD-DAC criteria, namely: **Relevance, Effectiveness, Efficiency, Coherence and Sustainability.**
5. *The evaluation matrix:* MMIS developed an evaluation matrix while taking into consideration the key assessment questions mentioned in the project TOR and streamlining and focusing the scope of the evaluation. This has resulted in a reduction of the total questions down to 15 from 23.

Evaluation Criteria	Evaluation Questions	Data Source	Data Sample
<b>Relevance</b>	<b>EQ1: How appropriate was the implementation framework / design of the RCCE strategy to address the needs and priorities of the targeted population?</b>		
	- To what extent did the design of the RCCE strategy address the needs and priorities of the target population? Please elaborate.	Desk review	Existing documents and secondary data
		KIIs	RCCE staff and key stakeholders*
	- How would you rate your satisfaction level of the information provided by UNICEF in terms of its relevance to your interests and needs?	Survey	Population from selected communities
		FGDs	Population from selected communities
		FGDs	Frontline workers
	- In your opinion, what could be improved in the RCCE strategy to ensure its relevance to the needs of the targeted population?	KIIs	RCCE staff and key stakeholders*
	<b>EQ2: How the RCCE response was aligned to the situation / epidemiological data?</b>		
	- Was RCCE response aligned to the COVID-19 situation in Jordan? How so?	Desk review	Existing documents and secondary data
		KIIs	RCCE staff and key stakeholders*
Survey		Population from selected communities	
FGDs		Population from selected communities and frontline workers	
- How did the RCCE adapt and respond to changing needs of beneficiaries during the project	KIIs	RCCE staff and key stakeholders*	

Commented [MS3]: Would it be possible to ask about the relevance of the material produced vs the rumours

	implementation period (if any)? Please give examples.	FGDs	Frontline workers
<b>EQ3: To what extent were the activities and expected results of the RCCE strategy consistent with the overall purpose and the attainment of its objectives?</b>			
	- To what extent were the <u>activities</u> of the RCCE strategy consistent with the overall purpose and the attainment of its objectives?	Desk review	Existing documents and secondary data
		KIIs	RCCE Staff, MOH, and HCAD team
	- To what extent were the <u>expected results</u> of the RCCE strategy consistent with the overall purpose and the attainment of its objectives?	Desk review	Existing documents and secondary data
		KIIs	RCCE Staff, MOH and HCAD team
<b>Efficiency</b>	<b>EQ4: Were the available resources (funds, expertise, time) used in an economical manner to achieve the objectives of the RCCE strategy?</b>		
	- Was RCCE implemented in the most cost-effective way possible? Why/ why not?	KIIs	RCCE staff and key stakeholders*
		Desk review	Financial data and information
	- Was the available expertise used in an economical manner to achieve the objectives of the RCCE strategy? Why/ why not?	KIIs	RCCE staff and key stakeholders*
	- Was RCCE implemented in a timely manner? Why/ why not? - If there were delays, what were the causes, and how were they handled?	KIIs	RCCE staff and MOH
<b>EQ5: Were the resources allocated to the programme implementation team and implementing partners appropriate to implement the activities of the strategy and were the best practices established?</b>			
	- Were the resources allocated to the programme implementation team and implementing partners appropriate to implement the activities of the strategy? Why/ why not?	Desk review	Existing documents and secondary data
		KIIs	RCCE staff, MOH, and UNICEF health manager

Commented [NA4]: MOH, HCAD team should be included as well. May also interview members from the RCCE taskforce.

Commented [MA5R4]: Added

Commented [NA6]: MOH, HCAD team should be included as well

Commented [MA7R6]: Added

Commented [MS8]: Would be possible to ask about the RCCE partnerships with communities and private sector? opportunities missed?

Commented [MS9R8]: Or partnerships built and sustained

Commented [MS10]: Can we ask implementing parents and Other RCCE taskforce members

Commented [MS11]: Can we ask implementing parents and Other RCCE taskforce members

Commented [NA12]: MOH to be included

Commented [MA13R12]: Added

Commented [NA14]: MOH, UNICEF health manager should be included as well

Commented [MA15R14]: Added

Commented [MS16]: and partners

	<ul style="list-style-type: none"> <li>- Were best practices established during the implementation of RCCE activities? Why/ why not?</li> <li>- If yes, what aspects of this program do you consider to be the best practices (that can be implemented in future interventions)?</li> </ul>	Klls	RCCE staff and RHAS
Effectiveness	<b>EQ6: To what extent were the objectives of RCCE response achieved?</b>		
	<ul style="list-style-type: none"> <li>- To what extent were the objectives of RCCE response achieved? Why/ why not?</li> </ul>	Klls	RCCE staff and key stakeholders*
		Desk review	Reports data, information monitoring reports. Progress reports from implementing partners. Desk review and analysis of the RCCE plan at national level.
	<ul style="list-style-type: none"> <li>- Has the RCCE strategy/ approaches reached all intended groups, right age targeting, vulnerable and excluded population? Why/ why not?</li> </ul>	Klls	RCCE staff and key stakeholders*
	<ul style="list-style-type: none"> <li>- What were the project contributions in reducing incidences of COVID19 transmissions?</li> </ul>	Klls	RCCE staff and key stakeholders*
	<b>EQ7: What were the major factors that contributed to achieve the RCCE objectives?</b>		
	<ul style="list-style-type: none"> <li>- What were the external / internal factors which contributed to <u>assisting</u> project's successful implementation and achieving RCCE objectives?</li> </ul>	Klls	RCCE staff and key stakeholders*
<ul style="list-style-type: none"> <li>- What were the external / internal factors which contributed to <u>hindering</u> project's successful</li> </ul>	Klls	RCCE staff and key stakeholders*	

Commented [NA17]: RHAS  
Commented [MA18R17]: Added

Commented [MS19]: Is it possible to evaluate the UNICEF internal coordination mechanisms and the outside one as well

Commented [MS20]: RCCE taskforce (other UN and INGOs)

Commented [MS21]: Comparison between the reports and the national COVID data and reports

Commented [MS22]: Other UNICEF sections including camps teams

Commented [MS23]: Please meet other sections inside UNICEF

	implementation and achieving RCCE objectives?		
	<b>EQ8: How effective the COVID-19 RCCE interventions were in increasing knowledge and positively change attitudes and practices of the community on COVID preventions and Vaccine acceptance?</b>		
	- How do you evaluate the messages you delivered during the distribution? In terms of content, clarity, and communication method. What could be done better?	<i>KIIs</i>	<i>RCCE staff and key stakeholders*</i>
	- Based on your observation, was the content presented on the media channels understandable to the targeted audience? How / how not?	<i>FGDs</i>	<i>Frontline workers</i>
	- How dis/satisfied were the beneficiaries with the services? Please share some of the feedback you observed in the field or heard from the beneficiaries?	<i>FGDs</i>	<i>Frontline workers</i>
	- To what extent has the key messages received helped you:	<i>Survey</i>	<i>Population from selected communities</i>
	- Practice COVID-19 preventive measures?	<i>FGDs</i>	<i>Population from selected communities</i>
	- Register to take the vaccine?		
	- How to deal in case you or a family member got COVID-19?		
	- To what extent has your perception about the risk and seriousness of COVID -19 changed?	<i>Survey</i>	<i>Population from selected communities</i>
		<i>FGDs</i>	<i>Population from selected communities</i>
<b>Sustainability</b>	<b>EQ9: How the RCCE strategy was developed to ensure the sustainability of the RCCE activities and interventions?</b>		
	- Was the RCCE strategy designed to ensure the	<i>Desk review</i>	<i>Desk review of reports, action plan, roadmap RCCE.</i>

**Commented [MS24]:** Can we ask about the plans to sustain the RCCE network and achievements?

	sustainability of its activities and interventions? If yes, how?	KIIs	RCCE staff, MOH and UNICEF health manager
	- Could it have been designed in a better way? Please elaborate.	KIIs	RCCE staff
<b>EQ10: How partners capacity building, partnership and coordination mechanisms played a role to sustain the RCCE response regardless the fund availability?</b>			
	- Do you believe that the partners have the technical capacity to maintain the benefits of the RCCE response beyond the life of the project (regardless of availability of funding)?	KIIs	RCCE staff and key stakeholders*
	- Is there any evidence of this already happening?		
	- Please describe what inhibitors or enablers exist for them to do so?		
	- Will the developed partnerships and coordination mechanisms between partners play a role to sustain the RCCE response regardless the fund availability? How so?	KIIs	RCCE staff and MOH
<b>EQ11: What are the main bottlenecks and barriers that can be addressed to future planning in terms of sustainability?</b>			
	- What are the main bottlenecks and barriers that can be addressed to future planning in terms of sustainability?	KIIs	RCCE staff, MOH and RHAS
	- How can the sustainability of such programs be improved / are there any factors that could improve the sustainability of the program?	KIIs	RCCE staff and key stakeholders*
<b>Coherence</b>	<b>EQ12: How efficient were the strategies related to partnerships, coordination, associations between programme implementation team and major stakeholders including possible funds leveraged?</b>		

Commented [NA25]: MOH staff to be included and UNICEF health manager

Commented [MA26R25]: Added

Commented [MS27]: MoH

Commented [NA28]: MOH to be included

Commented [MA29R28]: Added

Commented [NA30]: MOH, RHAS to be included

Commented [MA31R30]: Added

<ul style="list-style-type: none"> <li>- What was the level of coherence between the programme and work done by partners and major stakeholders including possible funds leveraged? Why? why not?</li> </ul>	Desk review	Desk review of reports, action plan, roadmap RCCE.	
	KIIs	RCCE staff and key stakeholders*	
	<ul style="list-style-type: none"> <li>- What was the quality of cooperation between UNICEF and its partners throughout the project's implementation?</li> </ul>	KIIs	RCCE staff and key stakeholders*
	<ul style="list-style-type: none"> <li>- What were the positive effects of partner cooperation on project effectiveness?</li> </ul>	KIIs	RCCE staff and key stakeholders*
<ul style="list-style-type: none"> <li>- What were the negative effects of partner cooperation on project effectiveness?</li> </ul>	KIIs	RCCE staff and MOH	
<b>EQ 13: To what extent was the programme coherent with other sections interventions to have an integrated RCCE intervention?</b>			
<ul style="list-style-type: none"> <li>- What was the level of coherence between the programme and other sections interventions? Did it result in an integrated RCCE intervention? Why? why not?</li> <li>- Were there any synergies achieved as a result of this level of coherence?</li> </ul>	Desk review	Desk review of reports, action plan, roadmap RCCE.	
	KIIs	RCCE staff and UNICEF Chiefs of section	
<b>EQ 14: To what extent did the different stakeholders contribute to the overall functioning of the strategy and its results?</b>			
<ul style="list-style-type: none"> <li>- Was there sufficient participation of key stakeholders in the planning and M&amp;E activities of the program? Why/why not?</li> </ul>	KIIs	RCCE staff and MOH	
<ul style="list-style-type: none"> <li>- Was there sufficient participation of key stakeholders in the overall functioning of the strategy and its results? How so?</li> </ul>	KIIs	RCCE staff and key stakeholders*	

Commented [NA32]: MOH to be included

Commented [MA33R32]: Added

Commented [NA34]: UNICEF Chiefs of section could be also included

Commented [MA35R34]: Added

Commented [NA36]: MOH to be included

Commented [MA37R36]: Added

EQ15: How effective was the coordination between different counterparts and implementing partners?			
	- How effective was the coordination between different counterparts and implementing partners?	KIIs	RCCE staff and key stakeholders*

\*Relevant key stakeholders will be identified and agreed on jointly with UNICEF

6. **Sampling for data collection activities:** MMIS will follow the below quantitative and qualitative data collection methods to ensure data triangulation and verifying the findings and results:

a. **Survey Questionnaire:** MMIS will hold a nationally representative survey in order to adequately collect representative quantitative data. The suggested sampling framework for the survey is shown below, and was developed ensuring a 95% confidence level and 5% margin of error on the regional level. This results in 385 respondents per region and an overall sample size of 1,155 respondents (shown as proportional distribution in table below). Once the sample was proportionally distributed, ensuring a maximum 10% margin of error and 95% confidence level at the governorate level (shown as adjusted sample in the table below).

The survey will target people above the age of 15 with access to internet/ social media, and will be disaggregated on:

- Age groups (15-22, 21-30, 31-40, 41-50, 51-60, 61 and above)
- Gender (50% male, and 50% female)
- Nationality (Jordanians, non-Jordanians)

**Commented [MS38]:** Can we provide more disaggregation when it comes to refugees

Region	Population	Weight	Proportional distribution	Adjusted Sample
<b>North</b>				
Irbid	2,003,800	64.76%	249	100
Ajloun	199,400	6.44%	25	95
Jerash	268,300	8.67%	33	95
Mafraq	622,500	20.12%	78	95
<b>Center</b>				
Balqa	556,600	8.12%	31	95
Amman	4,536,500	66.20%	255	100
Zarqa	1,545,100	22.55%	87	95
Madaba	214,100	3.12%	12	95
<b>South</b>				
Karak	358,400	41.69%	161	100
Tafleeh	109,000	12.68%	49	95
Ma'an	179,300	20.86%	80	95
Aqaba	213,000	24.78%	95	95
<b>Total</b>	<b>1,155</b>			

b. **Focus Group Discussion (FGD):** MMIS will conduct a total of 14 FGDs as distributed in the table below. MMIS will conduct a mix of online and face-to-face FGDs with

population from selected communities and frontline workers. The segregation will be based on age, as previously conducted studies shows that the younger generations were less willing to take the Covid-19 vaccine than the older age groups.

Category	Age group				Total
	18-24	25-34	35-60	Above 60*	
Population from selected communities and populations in governorates.  Note: The FGDs will target particularly vulnerable and marginalized populations, following a vulnerability criterion developed in collaboration with UNICEF	Male (North, Central, South)	Male (North, Central, South)	Male (North, Central, South)	Male (North, Central, South)	8
	Female (North, Central, South)	Female (North, Central, South)	Female (North, Central, South)	Female (North, Central, South)	
Category	Region			Total	
	North	Central	South		
Frontline workers from certified vaccination centers and hospitals and institutions that provide health and protection services in addition to community health workers who were doing home visits, mobile vaccination team, nurses, pharmacists, midwives, health focal points in schools	Male	Male	Male	6	
	Female	Female	Female		
<b>Total</b>				<b>12</b>	

Commented [NA39]: We need to add 3 elderly people 60+ in a separate group divided among North, South and Center and people with no access to internet, uneducated, Dom communities, ITS that should be reflected also in the field work as discussed in the inception meeting.

Commented [MA40R39]: Added

Commented [NA41]: Please also include community health workers who were doing home visits, mobile vaccination team, nurses, pharmacists, midwives, health focal points in schools

Commented [MA42R41]: Added

- c. **Key-informant Interviews (KIIs):** MMIS will conduct 30 key-informant interviews with key stakeholders. Below is the suggested sample, whereas UNICEF will provide the contact details:

External Stakeholders	Number of KIIs
<b>Governmental Entities:</b>	
▪ Ministry of Health	4
▪ Ministry of Youth	2
▪ Ministry of Culture	1
▪ Ministry of Education	1
▪ Ministry of Religious Affairs and Awqaf	1
▪ National Council for Family Affairs (NCFA)	2
<b>International and Local Development Actors:</b>	
▪ Royal Health Awareness Society (RHAS)	2
▪ World Health Organization (WHO)	2
▪ USAID	1
▪ Naua/ Nahno	1
▪ Crown Prince Office	1
<b>Media</b>	

▪ Nashama FM	1
▪ Hayat FM	1
▪ Jordan Radio	1
▪ Roya TV	1
<b>Internal Stakeholders (UNICEF)</b>	
▪ RCCE staff	4
▪ Other relevant UNICEF staff*	4
<b>Total</b>	<b>30</b>

\*To be identified and agreed on with UNICEF

7. *Development of data collection tools*: MMIS will develop the following data collection tools:

- *Survey questionnaire*: MMIS will develop a **survey** questionnaire to be reviewed and approved by UNICEF, to collect data from the targeted stakeholders. After obtaining UNICEF's approval on the developed questionnaire, the survey will be translated into Arabic language, and a digital form of the questionnaire will be developed using SurveyCTO, ODK or Kobo.
- *Focus group discussion (FGD) protocol*: The discussion guide/protocol will be developed by MMIS team, and approved by UNICEF. The protocol will include questions grouped under a number of themes that are deemed interesting and require more in-depth analysis.
- *Key-Informant Interviews (KIIs)*: KII **structured** guides will be developed by MMIS team and will be approved by UNICEF before conducting the interviews with the population and stakeholders.

**Commented [NA43]**: When is the expected date to submit?

**Commented [MA44R43]**: Once we receive your approval on the evaluation matrix

8. *Ethical considerations*: MMIS follows a strict code for ethical and professional standards, upholding the ICC/ESOMAR International Code on Market and Social Research as part of our research projects, and the Institute of Management Consultants and Trainers (IMC) Code in all our engagements with clients. Furthermore, MMIS will follow and adhere to the relevant UNICEF throughout the design and implementation of the evaluation, such as Guidance Documents for Informed Consent, Protection of Human Subjects' Safety, Protection of Research Data ... etc.

**Commented [NA45]**: Can you share more details on that?

**Commented [MA46R45]**: KII guides include all the detailed questions to be asked during the key informant interviews

## Phase (II) Data Collection and Quality Control

1. *Preparation of schedule*: A logistics plan (schedule) will be developed by MMIS team as soon as the development of data collection tools is finalized.
2. *Hiring and training of enumerators*: a combination of in-house full-time employees and part-time free-lance enumerators/moderators will be assigned to conduct the survey. MMIS team will consider several factors while recruiting the surveyors, including previous experience working in similar projects and working with MMIS.

A formal training session will be held for all the project enumerators. The training will familiarize the enumerators with the project background as to help them develop a clear understanding of the project requirements and context. Furthermore, the training will

cover the developed data collection tools questions in details, explaining the specific required information in each question. Finally, the enumerators will be trained on the quantitative and qualitative data collection techniques that will be needed for implementing the survey to ensure consistency and adherence to the quality measures set during the data collection process. The training will be facilitated by an MMIS Senior Research Consultant.

3. **Conducting a pilot survey:** a pilot survey will be conducted with a **small** sample of respondents to identify any potential problems in the data collection tool and process. The objective of the pilot survey is to test and identify any problems that might occur during the survey, facing both the interviewers and respondents, and to make sure that the questions are clear, well designed and meets the objectives of the study. In addition, the pilot study will highlight any problems in the data collection, entry and analysis. If the pilot reveals additional training needs amongst the recruited surveyors and data entry personnel, MMIS will arrange for a second training session. If issues regarding the survey are revealed during this phase, MMIS will amend and adjust the survey accordingly, with UNICEFs approval.

Commented [NA47]: What is the sample for piloting?

Commented [MA48R47]: 10 respondents

4. **Data collection through survey:** MMIS team will start conducting structured surveys, where quantitative data will be collected from the targeted communities. The surveys will be conducted remotely via phone calls. Each enumerator will be assigned with a schedule for data collection. In the same day or next day morning, completed questionnaires will be submitted to the Research Manager for verification. Data will be collected utilizing Android tablets provided by MMIS. The anonymity of respondents participating in the survey will be emphasized and enforced.

The survey will be administered to respondents who fit the selection criteria, through multiple sources including:

- a. MMIS respondent data bank
- b. Social media
- c. Referrals
- d. Baseline survey respondents (if compatibility is required)

Commented [NA49]: Please clarify what is C and D?

Commented [MA50R49]: c. Respondents referring us to other respondents

d. Respondents who already participated in the baseline survey

Commented [NA51]: We advise to do a blended methodology

Commented [MA52R51]: Yes sure

5. **Conducting FGDs:** Focus group discussions will be conducted by MMIS. The FGDs will be conducted remotely using Zoom/Microsoft Teams and in-person FGDs. The main objective of the focus groups will be to gather all required qualitative data and information, by an open and dynamic discussion on a set of topics concerning the project issues and topics using a discussion guide/ protocol. The discussion guides will include questions grouped under a number of themes that are deemed interesting and require more in-depth analysis. For each FG, a team of two members will be utilized, consisting of a moderator and an assistant moderator (females where appropriate, e.g., when having a focus group with females only). This will help in assuring better and effective participation of all female respondents.

The moderator will be responsible for leading the participants through the discussion in an open and spontaneous format. The moderator's primary responsibility is to generate a

maximum number of different ideas and opinions from the participants regarding the areas of concern (domains), while making sure that the discussion remains on track and relevant. On the other hand, the assistant moderators will be responsible for managing all the logistical issues pertaining to the FG, in addition to operating the recording/taping equipment and taking notes.

6. **Conducting KIs:** MMIS team will conduct virtual KIs to collect qualitative, ideas and point of view through an open and dynamic discussion using discussion guide and check list on relevant topics concerning RCCE.
7. **Data quality control:** To ensure high quality of data, MMIS will set several procedures and specific instructions at all levels of the data collection process. These include the following, among others:
  - Daily contact of the Team Leader with data collection team to identify any concern
  - Verification of completed questionnaires
  - Random spot-checks performed by MMIS project management team
  - Built-in control measures in the database software like setting upper and lower limits on certain ranges and some other logical limitations on certain entries.

Commented [NA53]: Can you submit weekly catch ups on data collection esp. in the data collection phase and field work?

Commented [MA54R53]: Sure we can

### Phase (III) Data Analysis and Reporting

1. **Data analysis:** A thorough analysis of the gathered data and information will be conducted to arrive at findings and conclusions through data triangulation that will answer all guiding research questions and issues determined in the study objectives and scope.

Quantitative data will be analyzed using SPSS Software. The findings, conclusions, and recommendations will be prepared and submitted for review and discussion with UNICEF. Any revisions, modifications, additions required will be conducted and incorporated in the final report. The analysis will include:

- Descriptive analysis: will provide summary statistics that quantitatively describe key features and variable disaggregations such as age groups, location, residency status etc.
- Comparative analysis: comparing data from various data points to uncover patterns and trends.

For the qualitative data analysis, MMIS will follow the following 4-step approach in analyzing qualitative data collected:



1. **Transcribing:** All recordings will be transcribed and combined with the notes taken by the enumerators where appropriate.
  2. **Cleaning and labeling:** In this stage all transcripts will be cleaned up by removing nonessential words and phrases, in addition to removing unrelated issues. Each statement will be labeled with the participant number and focus group number.
  3. **Compiling:** After cleaning and labeling, a database will be created using Microsoft Excel. The database will compile all the responses for each question asked during each of the interviews
  4. **Content analysis:** Using the database created, all collected qualitative data will be analyzed. The analysis will uncover the underlying patterns/themes and provide solid basis for developing conclusions.
2. **Final evaluation report – first draft:** MMIS will develop a first draft of the final report, containing all research findings, analysis, conclusions and recommendations. The report draft will be submitted to UNICEF for review and feedback.
  3. **Final evaluation report:** Once UNICEF feedback has been received, MMIS will incorporate all requested adjustments and edits to the final version of the report, to be approved by UNICEF.
  4. **Presentation of main findings:** MMIS will prepare a PowerPoint presentation containing the main findings to be delivered to UNICEF.

### 3. Reporting and Deliverables

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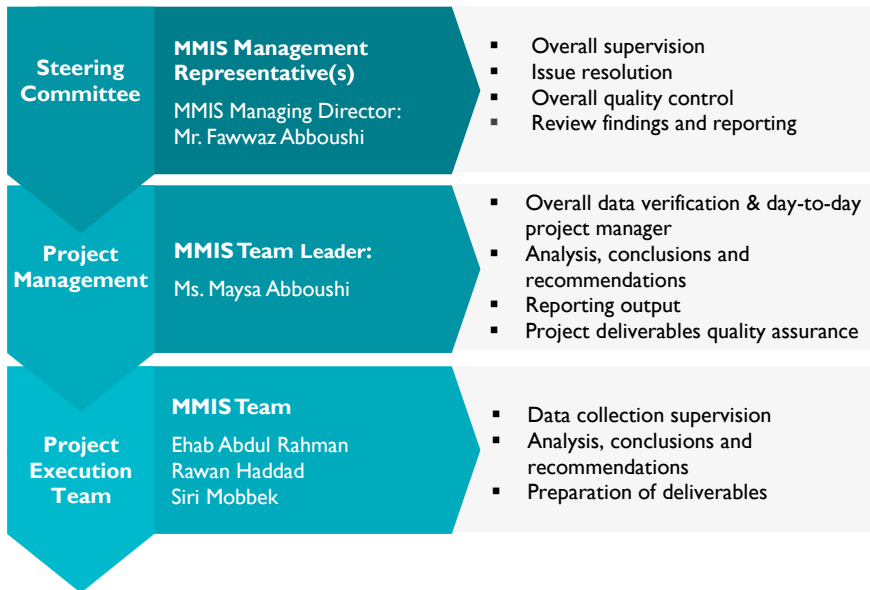
MMIS will provide UNICEF with the below deliverables throughout project implementation:

- Evaluation inception report
- Presentation of the preliminary findings
- Submission of final evaluation report

## 4. Project Management Approach

### 4.1 Project Organization

The following chart illustrates the project management and execution team structure.



The project team is composed of the following:

1. The Steering Committee: provides overall guidance, resolve issues and review findings
2. Project Management: manages and leads the project team on a daily basis, and ensures quality control
3. Project Execution Team: a group of senior consultants, technical experts and researchers who make things happen and get the work done.

## 5. Project Timeline

The implementation of the total project will require 16 weeks of efforts by the designated MMIS team, as broken down in the following chart:

