

Below is a relatively simple sample M&E framework.

	Description	Indicators	Targets	Source of information
Objectives	1. Expand the network of private sector leaders supporting anti-malaria efforts through the campaign to include 50 individuals by 2020.	Number of private sector leaders involved in malaria	50 private sector leaders by 2020	Project records
	2. Through advocacy, build a coalition of parliamentarians and members of government able to increase budgetary spending for malaria by 50% 2020	Dollars spent on direct malaria programmes	Increase by 50% from 2018 baseline by 2020.	Budgetary records.
Outcomes	1.1 Greater appreciation and understanding among private sector leaders of the challenges to implement effective malaria control.	Composite indicator based on knowledge statements on malaria control	100% of private sector participants in outreach efforts report a better understanding of malaria control by 2021.	Surveys at start of campaign and at the end.
	1.2 Percentage of employees, families and community members protected from malaria through investments made by companies.	Number of employees, families, and community members with access to malaria prevention tools.	10,000 people protected through investments made by companies by 2020.	Project records.
	2.1 Positive contacts made or discussions held between private and public sector to advocate for improving malaria control in-country.	Number of contacts made Number of discussions held	25 meetings by private sector partners with public sector decision makers by 2020.	Project Records Meeting minutes
	2.2 Agreement on the part of public sector decision makers to increase resources to improve malaria control.	Votes or actions taken by those with budgetary decision-making power.	Parliamentarians pass a bill to increase in malaria funding by 2020. The President does not veto the proposed increase.	Parliamentary records. Government records.
Outputs	1.1.1 Private sector members attend workshops.	Number of private sector workshop attendees.	At least 50 members of the private sector attend workshops by 2020.	Project records.
	1.2.1 Companies invest in campaign anti-malaria efforts.	Amount contributed.	Over is contributed by companies by 2021.	Project records.
	2.1.1 National leaders attend advocacy events	Number of event attendees	Over 50 national decision-makers attend advocacy events by 2020.	Project records
	2.1.1 Parliamentarians join a malaria committee	Number of committee members	At least 10 parliamentarians join committee by 2020.	Parliamentary records

Build a monitoring plan

When choosing indicators, remember that data collection will require time and energy on the part of campaign staff. You may not be able to track all of the indicators that would be part of an ideal M&E framework, so carefully prioritize what you collect.

When possible, collect data from existing sources (government publications, Google Alerts (www.google.com/alerts) for media mentions, data provided by international organizations, etc.). Store these indicators on a single document that you share with team members to avoid duplicating efforts.



The following tool can help you plan routine monitoring work. A sample is included further below.

Monitoring plan

Indicator	Collection method	Person responsible	Frequency

Sample monitoring plan

Indicator	Collection method	Person responsible	Frequency
Insecticide-treated net (ITN) use (%)	Demographic and Health Surveys Malaria Indicator Surveys	Community engagement lead	When data is available (typically every five years).
Number of private sector workshop attendees	Attendance records from private sector workshops	Private sector engagement lead	Quarterly
Number of malaria stories in the local media	Google alerts	Media engagement lead	Quarterly
Dollar amounts invested in malaria education and prevention.	Public financial records	Private sector engagement lead	Quarterly

Ensure your data is used

Data by itself cannot improve programme performance. To develop a culture of data use, complement your monitoring plan with scheduled M&E reviews.

At an M&E review meeting, those most familiar with the data can present it to others to get their feedback and inform management decisions. This feedback should influence your current and future plans. If an activity is not working as intended or creating unintended harmful consequences, these meetings are an opportunity to change course. On the other hand, if some activities are more successful than you anticipated, you can invest more in them.

Monitoring and evaluation resources

Guidance for Evaluating the Impact of National Malaria Control Programmes in Highly Endemic Countries: Provides recommendations for NMCP, Ministries of Health, or other development partners to evaluate the scale-up of malaria control interventions in endemic countries. This resource is designed specifically for high malaria burden countries, though a companion piece for moderate and low malaria

burden countries is forthcoming. Available at: https://www.rollbackmalaria.org/wp-content/uploads/2017/08/Framework_for_Evaluating_the_Scale-up_of_National_Malaria_Control_Programmes_FINAL.pdf

Malaria Indicator Survey Toolkit: Contains guides for designing and carrying out a Malaria Indicator Survey (MIS). Available at: <http://www.malariasurveys.org/toolkit.cfm>

MEASURE Evaluation tools: MEASURE Evaluation's website has M&E tools, guides, and trainings materials available for free throughout their website. Website: <https://www.measureevaluation.org/resources/>

UNICEF: Monitoring and Evaluating Advocacy: UNICEF's advocacy toolkit contains guidance for developing and implementing advocacy actions to improve child health. The M&E Companion contains advocacy-specific guides for monitoring and evaluating your campaign. The guide can be accessed at: https://www.unicef.org/evaluation/index_60811.html