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NAVIGATING REALISM: “A MODULAR APPROACH TO EVALUATING WHEAT FLOUR FORTIFICATION”

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FORTIFY HEALTH Fortifying Flour to Fortify Health

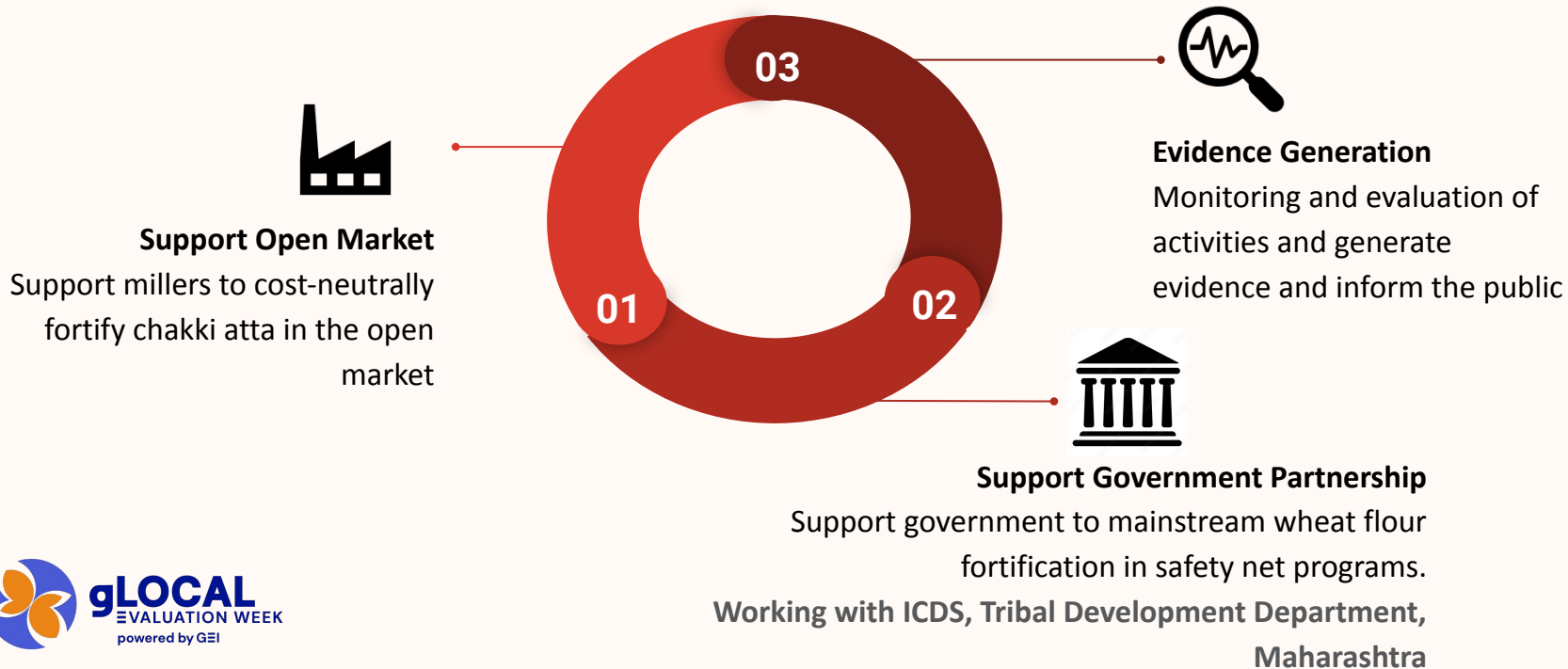
A close-up photograph of a pair of hands cupped together, holding a large quantity of golden-brown wheat grains. The background is a soft-focus field of wheat stalks under warm, golden light. A large, semi-circular red graphic element is overlaid on the bottom half of the image, containing white text.

MISSION

To enable access to micronutrient-rich wheat flour to reduce and prevent iron deficiency anaemia.

Three Pronged Approach at Fortify Health

Fortify Health employs three principal approaches in our work to ensure that fortification is expanded reliably, sustainably and across a range of socio-economic groups.



Overview of M&E functions at Fortify Health?

Iron testing

Conduct monthly inhouse testing to determine iron.

Regulatory compliance

Ensure the samples are tested every six months by NABL labs for regulatory compliance

Monitor the daily Iron spot tests

Receive & monitor Iron Sport test pictures

Training to mill staff

Train mill staff on QA/QC & data collection

Strategy

Develop M&E strategy for the organization

Program monitoring

Conduct mill monitoring visits and collect data on production, premix inventory, reconciliation etc

Research & Learning

Contribute to the understanding & learning of the fortification process.

Process & Impact evaluations

Conduct studies to generate evidence on the program's efficiency & effectiveness.



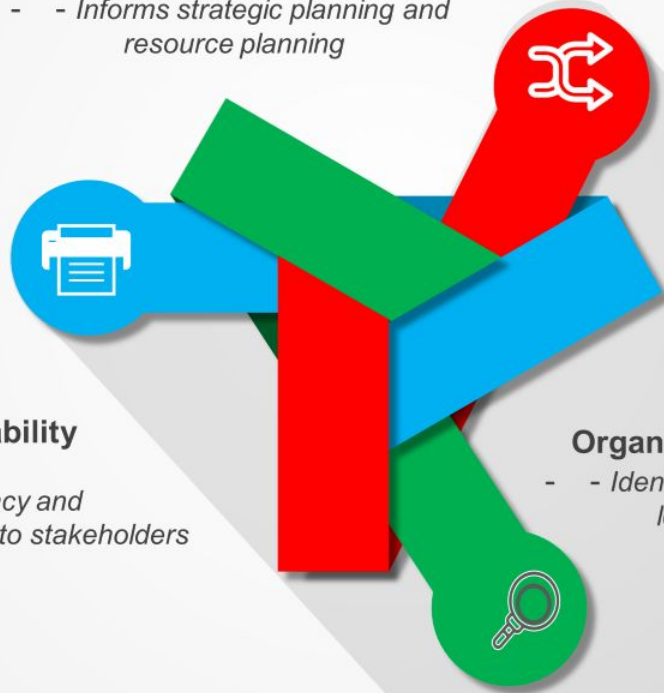
M&E at Fortify Health



Why Evaluate?

Enhanced Decision Making

- - *Informs strategic planning and resource planning*



Improved Accountability

- - *Ensures transparency and demonstrates project results to stakeholders*

Organisational Learning

- - *Identifies best practices and lessons learned*





Need for Evaluations in the context of Fortify Health

- Lack of published evidence on the recent fortification standards in Indian context
- Understanding the impact of fortification through programs
- Strategic input to the program design to improve the scale and sustenance
- Evidence to Policy



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JAKE-CLARK.TUMBLR

**Dilemma that funders
and/or implementers
struggle with...**



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Challenges in planning evaluations

Uncertainties in resources

- Funding
- Time
- Technical capacity

Uncertainties in scope



Need for Modular approach



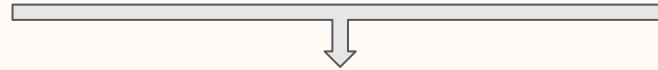
- Flexibility in Study Design
- Scalability of Evaluation Components
- Adaptability to Changing Conditions
- Efficient Resource Utilization

Modular approach

10

Variables in the matrix

- Population
- Indicators
 - Mandatory
 - Supporting
- Study Design
 - Intervention vs control
 - Randomisation
 - Study Arms
 - Sample size

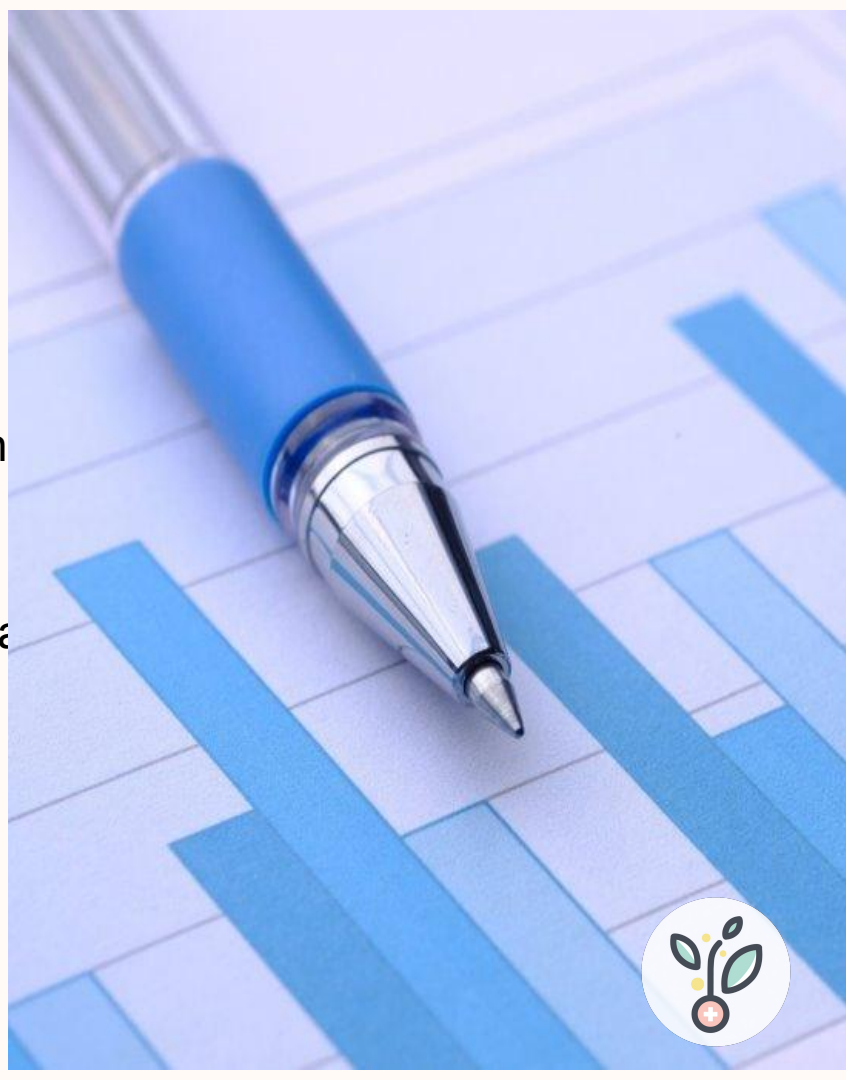


Identify viable evaluation models



Things to note

- Document the limitations clearly for each model.
- Create a draft budget and gantt charts for each model to help quick decision making and planning
- Consider correlating the routinely collected data as part of evaluation
- The modules only serve as different template for evaluation. They should be flexible and adaptive as the need arises



Overview of Impact Evaluation Studies at FH

01 BACKGROUND

Overview of the four evaluation studies

02 STUDY DETAILS

Methodology, study designs and sampling for all the studies

03 ANALYSIS PLAN

Data Collection & Analysis plan for all the studies



Study Types

We propose four types of studies based on the availability of resources, partnerships and feasibility all with the goal of estimating the effectiveness/ impact of NaFeEDTA–fortified wheat flour on iron levels and rate of iron deficiency anemia.

Efficacy Evaluation

A

- A highly constrained study.
- Aims to understand the efficacy of NaFeEDTA fortified wheat flour.

Program Evaluation

B1

- Small scale study.
- Measures effectiveness of one of the FH's partnerships programs.

B2

- Medium scale study (Quasi experimental).
- Measures impact of the intervention.

B3

- Large scale study (Experimental design).
- Measures causal impact of the intervention.



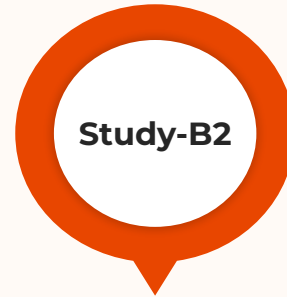
Aims of Studies



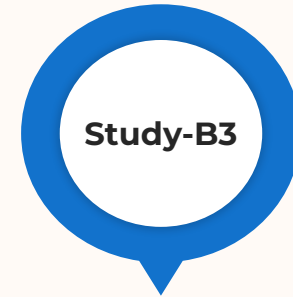
To assess **efficacy** of NaFeEDTA fortified wheat flour on iron levels and iron deficiency anemia rates



To assess **effectiveness** of NaFeEDTA fortified wheat flour on iron levels and iron deficiency anemia rates



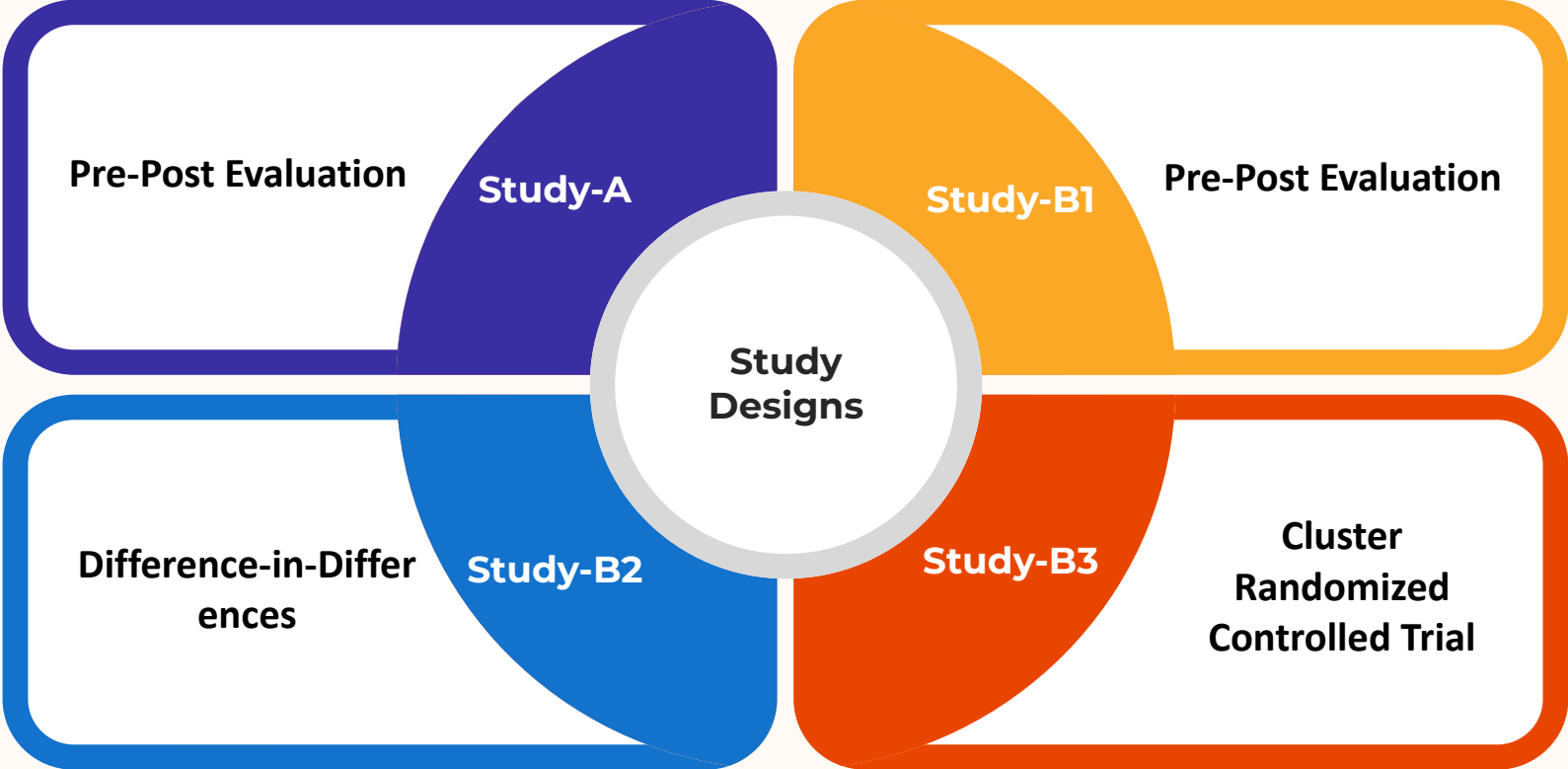
To assess **impact** of NaFeEDTA fortified wheat flour on iron levels and iron deficiency anemia rates



To assess **causal impact** of NaFeEDTA fortified wheat flour on iron levels and iron deficiency anemia rates



Study Designs



Population & Sample Size

Study

A

n=486

Women of
Reproductive
Age (WRA)

Study

B1

n=481

School
children
(10-15 years
of age)

Study

B2

n=962

School
children
(10-15 years
of age)

Study

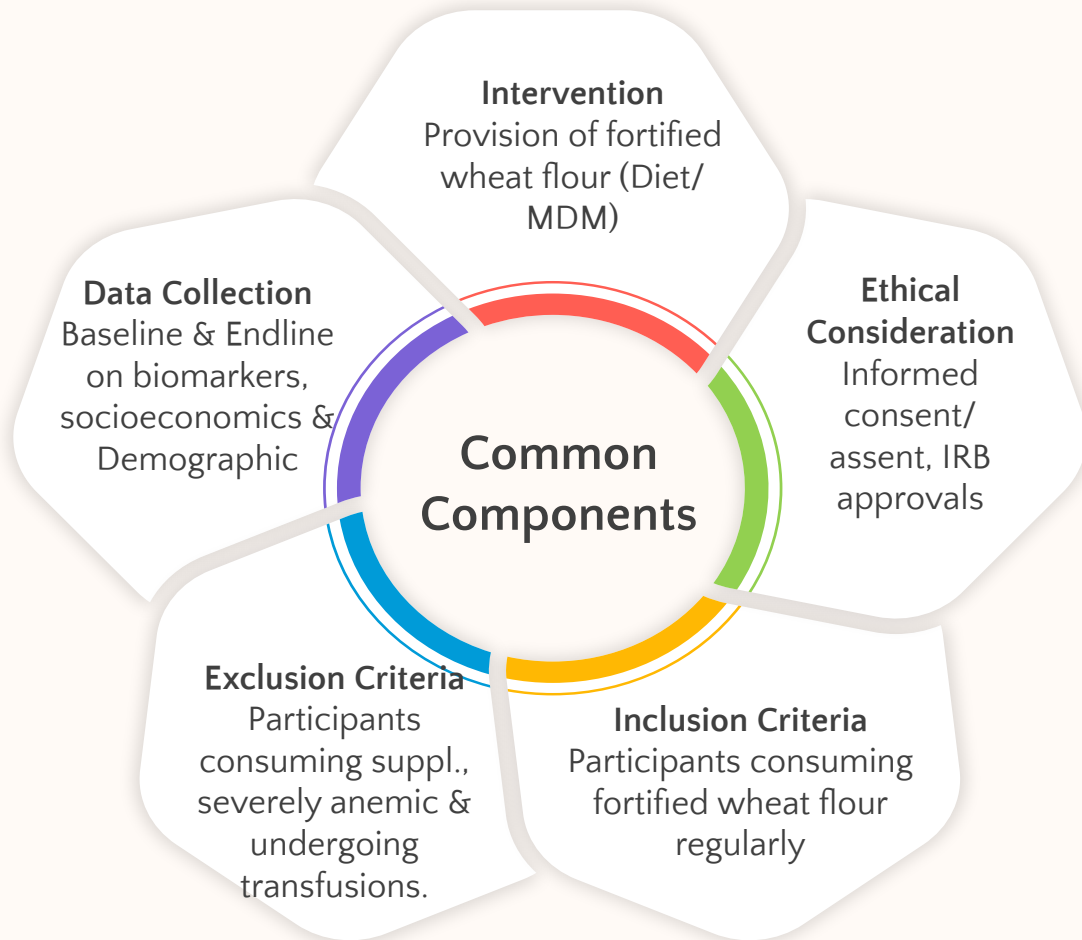
B3

n=1906

School
children
(10-15 years
of age)



Common Elements in All the Studies



Overview of Key Indicators Under Studies

Indicators to be measured under each study

	STUDY A	STUDY B1	STUDY B2	STUDY B3
PRIMARY OUTCOME: IRON LEVELS (SERUM FERRITIN / TRANSFERRIN)	✓	✓	✓	✓
SOCIOECONOMICS, FOOD CONSUMPTION, DIETARY DIVERSITY,	✓	✓	✓	✓
KNOWLEDGE ON FORTIFICATION/ANEMIA	✗	✗	✓	✓
OTHER BIOLOGICAL INDICATORS, COGNITIVE AND COMPREHENSION MEASURES	✗	✗	✓	✓



Data Analysis Plan

Group-1 (A & B1)

1

Descriptive statistics, paired comparisons, subgroup analysis, and regression

Group-2 (B2&B3)

2

Balance table at baseline between treatment and control, Mixed effect regression model, difference-in-differences estimates



Next Steps

Work in progress

1

Budget Planning

2

**Study Timelines/
Gantt Charts**

3

Implementation Plan



A close-up photograph of a pair of hands cupped together, holding a large quantity of golden-brown wheat grains. The background is a soft-focus field of wheat stalks. A large, semi-transparent red circle is overlaid on the bottom half of the image, containing the text "Questions?" in white, bold, sans-serif font.

Questions?