

## SEE CHANGE SHOW CHANGE

### A Primer on CARE's Global Outcomes & Change Indicators



#### Understanding Our Global Impact

Lives saved. Lives made happier, more productive, more dignified. These are the end goals that animate and propel us. At CARE those goals are made explicit in the CARE 2020 Program Strategy: *By 2020, CARE and our partners will support 150 million<sup>1</sup> people from the most vulnerable and excluded communities to overcome poverty and social injustice.*

But how will we know when we get there? Up until now, we could only explain how our actions had led to profound change in people's lives in piecemeal ways – through anecdotes and impact evaluation of isolated projects and programs. As far as our aggregate impact on the global stage, we could only point to the numbers of people reached through our activities, without reliable data on how many of those people had experienced true impact<sup>2</sup>. This will no longer be the case. As of July 1, 2017, CARE International has adopted Global Outcome and Change Indicators that will make it clear where change has happened.

#### The Indicators

The Global Outcome and Change Indicators are a set of 25 indicators carefully crafted or selected from pre-existing indicators by a CARE International-wide team. Two key considerations in choosing these indicators were linkages with the Sustainable Development Goals (SDGs) and feasibility of measurement. The menu of indicators includes:

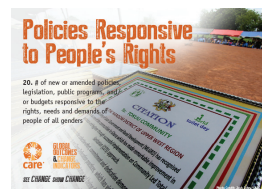
#### 18 outcome or impact indicators.

These measure change in the areas of:

- Poverty and social injustice
- Humanitarian assistance
- Sexual, reproductive and maternal health and rights and the right to a life free from violence
- Food and nutrition security and climate change resilience
- Women's economic empowerment

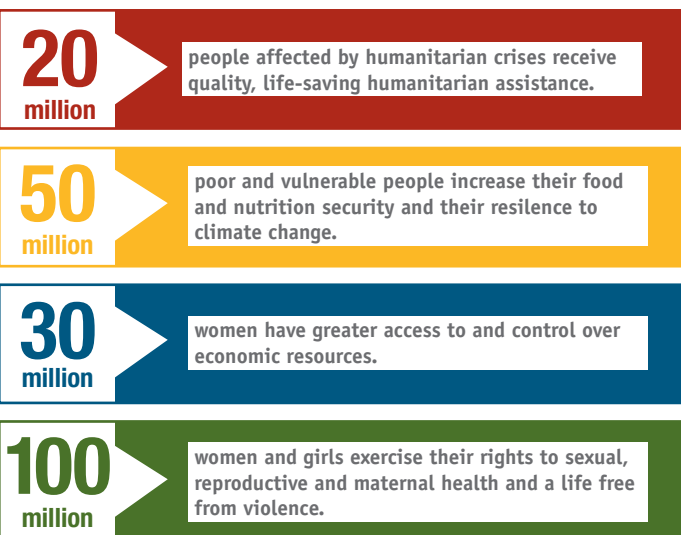
<sup>1</sup> The expected outcomes are cumulative (over a 6-year period, from 1st July 2014 until 30th June 2020).

<sup>2</sup> Positive change experienced by the people we serve, validated in their own terms and verifiable by a third-party observer.



### 3 approach and 4 role indicators.

The approach indicators measure changes in gender equality and women's voice, inclusive governance and resilience. The roles indicators measure changes in the domains of humanitarian action, promoting lasting change and innovative solutions and multiplying impact.



Importantly, information for all of the proposed indicators will be disaggregated primarily by sex, as well as by age, income quintile, and urban or rural (wherever possible). This is critical for showing impacts on target groups, particularly women and girls.

All new projects and programs are expected to incorporate at least one indicator from proposal stage onwards. Existing projects and programs should evaluate which indicators can be incorporated into monitoring and evaluation plans and make adjustments as necessary. All evaluations must include at least one indicator.

## New Directions

As part of a global evidence system for the achievement of our program goals, the indicators support several directional changes for CARE. One is that as we focus more on influencing

the actions of others, such as governments, multi-national corporations and social movements, we will also focus more on tracking outcomes—the changes people experience, rather than the outputs—the activities we conduct.

Another is that even though we are anxious to better see and demonstrate our impact, we know that outcome and impact data signals the start, rather than the end of a process. We must use that data to better understand how change has happened—a process that should lead us to re-examine, correct and improve our approaches, ultimately resulting in even greater impact.

## Applying the Indicators

In some cases, collecting data for the indicators will be relatively straightforward, drawing on secondary data or doing basic tallies. In other cases, primary data collection, triangulation of several data sources and calculations involving several quantitative data sources will be required. For some indicators it will not be feasible or necessary to collect the data annually. What is most important is that there is earnestness in incorporating the indicators in order to learn and be accountable and that all are involved in the process of reflecting on the findings. Each indicator comes with 1-2 pages of guidance concerning relevance, data collection and analysis of the indicators. Monitoring, evaluation and learning specialists throughout the organization will be involved in a process of determining how much additional guidance is needed while ensuring there is flexibility to adapt the data collection and analysis process to various contexts.

## For More Information

For more information and support, please contact CARE International Program Team members:

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