

# The Measure Program's expertise and services in evidence for decision making

## Digital evidence

- Tablets for data collection anywhere
- Web applications for sharing, analyzing, and archiving
- Machine learning
- Satellite and geospatial data

## What we offer

- The right data at the right time
- Best practices guidance
- Formats to foster data use
- Gender integration
- Monitoring and evaluation
- Ways to replicate our methods

## How we build skills

- Assessments and action plans
- Collaborative implementation
- Communities of practice
- Formal university curricula
- Online training

Broadly defined, evidence is a set of facts that can inform a question of interest or a decision.

- Did a program have the intended effect?
- What populations are at risk?
- What are current attitudes on a specific topic?
- How much would this program cost?

Evidence is affected by context:

- Leadership and governance
- Human skills and motivation
- Competing needs for resources
- Unexpected events

## Accounting for evidence in complex settings

- Sentinel indicators
- Plausibility design
- Process monitoring
- Most significant change
- Outcome harvesting
- Network analysis
- Modeling
- Causal loop analysis

## Approaches to help answer questions

- Literature reviews
- Population surveys
- Comparisons of routine data

## Engaging the Measure Program

The Measure Program works in **low-resource settings** to assess and improve programs and policies for the systems that underpin health and other sectors to advance country development.

Our experts assess and **strengthen health data systems, build human and institutional capacity, and manage complex projects** worldwide. Country governments and agencies call on our skills for disease surveillance, data generation, data analysis and use, curriculum development, complex quantitative and qualitative evaluation, spatial data analysis, health informatics, and more. We provide these benefits:

- **Quick program start-up** in a responsive structure
- **Proven financial structures** for compliance and accountability
- **Experience**—a suite of proven resources and a track record of successful implementation
- **Expertise** to adapt activities to specific contexts

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