**Step 6. Measuring & Evaluation Template**

*See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for global-level sample indicators.*

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| **Hierarchy of objectives** | **Performance indicators**  *Disaggregated by target audience, gender, age, and partner type / marital status as appropriate* |
| ***Health Impact:*** | Sample Source: National surveys, e.g. Demographic and Health Surveys (DHS), Multiple Indicator Cluster Surveys (MICS) |
| Global example: Reduce mortality rate of children under 5 years of age by 2/3rds (MDG 4.1) | Global example: Child mortality ratio (MDG Ind. 4.1 and 4.2) |
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| ***Program Outcome –***  ***OPTIMAL BREASTFEEDING PRACTICES*** | Source: Program-specific surveys of audiences / geographical areas targeted by demand creation interventions |
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| ***Intermediate Outcome – INCREASED KNOWLEDGE OF AND SUPPORT FOR BREASTFEEDING*** | Source: Program-specific surveys, unless indicated |
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| M&E | Yes | No | Suggestions/Notes |
| * Does each indicator match one of your objectives? |  |  |  |
| * Is each indicator feasible to measure given the program’s human, financial and technical resources? |  |  |  |
| * How will each be measured? |  |  |  |
| * Does each indicator tell you if you are succeeding? |  |  |  |

**Step 6. Measuring & Evaluation Checklist**

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| --- | --- | --- | --- |
| M&E | Yes | No | Suggestions/Notes |
| * Does each indicator match one of your objectives? |  |  |  |
| * Is each indicator feasible to measure given the program’s human, financial and technical resources? |  |  |  |
| * How will each be measured? |  |  |  |
| * Does each indicator tell you if you are succeeding? |  |  |  |