

Evidence-Based Policy Making: What does that mean?

Dean Karlan

Northwestern University & Innovations for Poverty Action

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Nay Pyi Taw



\$1.00



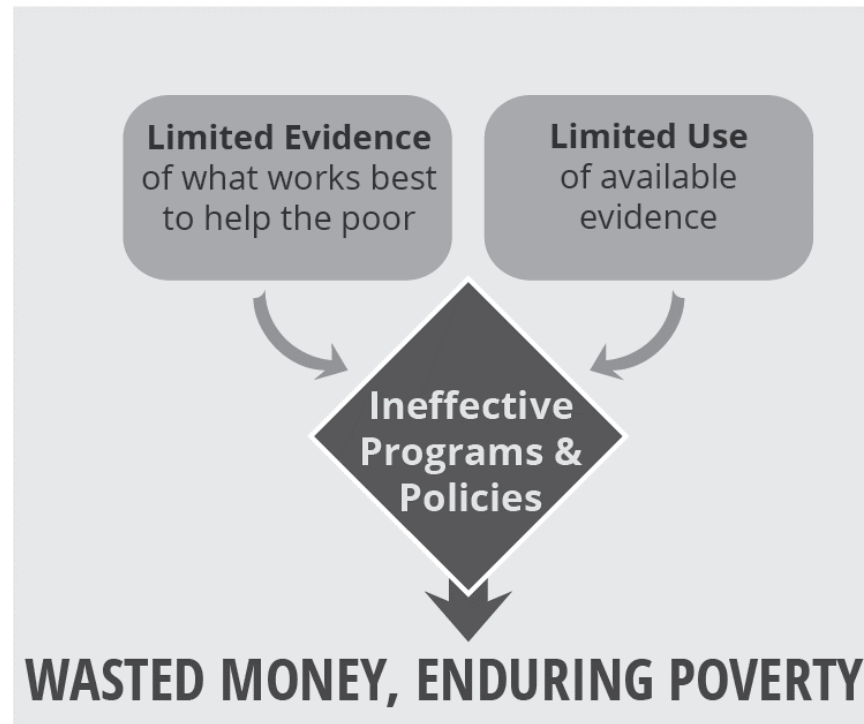
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Which would you buy?

Which program would you implement?

- Nutrition supplements at school
- Maternal and child cash transfers
- Livelihood development program
- Nutrition campaign in schools

The Problem



Our Solution



Why Gather Evidence?

Program design & planning

Does it work? Why?

Program management

Day to day implementation management

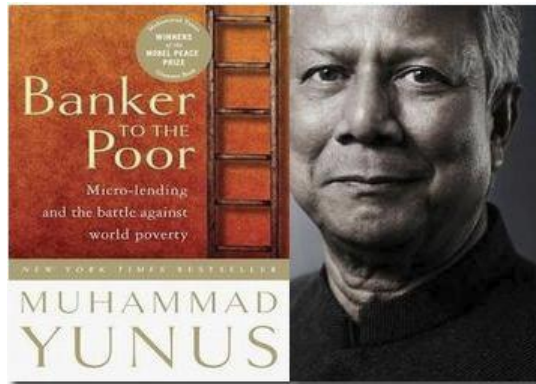
Program design & planning

Does it work? Why?

Determining impact of a program

1. A few success stories
2. Comparing before and after
3. Comparing before and after of those who get a service, and compare to before and after for some who do not
4. Randomized evaluation: Randomly assign who (or which communities) gets a service and who does not

Left to Our Beliefs?



“Micro-credit has been changing people's lives and revitalizing Communities”

UN, 2005, Year of micro-credit



“Most of the poor ... are in deep trouble due to these loans... Poor people are committing suicides because of...pressure for repayment.”

Andra Bhoomi, 9/4/06

Overall Findings by Country

Outcome	Bosnia & Herzegovina	Ethiopia	India	Mexico	Mongolia	Morocco	Philippines
Business ownership	↑	-	-	-	↑	-	-
Business revenue	-	-	-	↑	-	↑	-
Business inventory/assets	↑	No data	↑	No data	↑	↑	-
Business investment/costs	-	-	-	-	No data	-	-
Business profit	-	-	↑	↑	-	↑	↓
Household income	-	-	-	-	-	↑	-
Household spending/consumption	-	-	-	-	-	-	-
Social well-being	-	↓	-	↓	↑	-	-



Program design & planning: Why Evaluate?

To answer the question:

- How have **lives changed** compared to how they **would have changed** had the program/policy/business not happened?
- Note this is NOT: “How have lives changed?”

Impact Evaluations

Impact **implies causality**; it tells us how an organization has changed the world around it

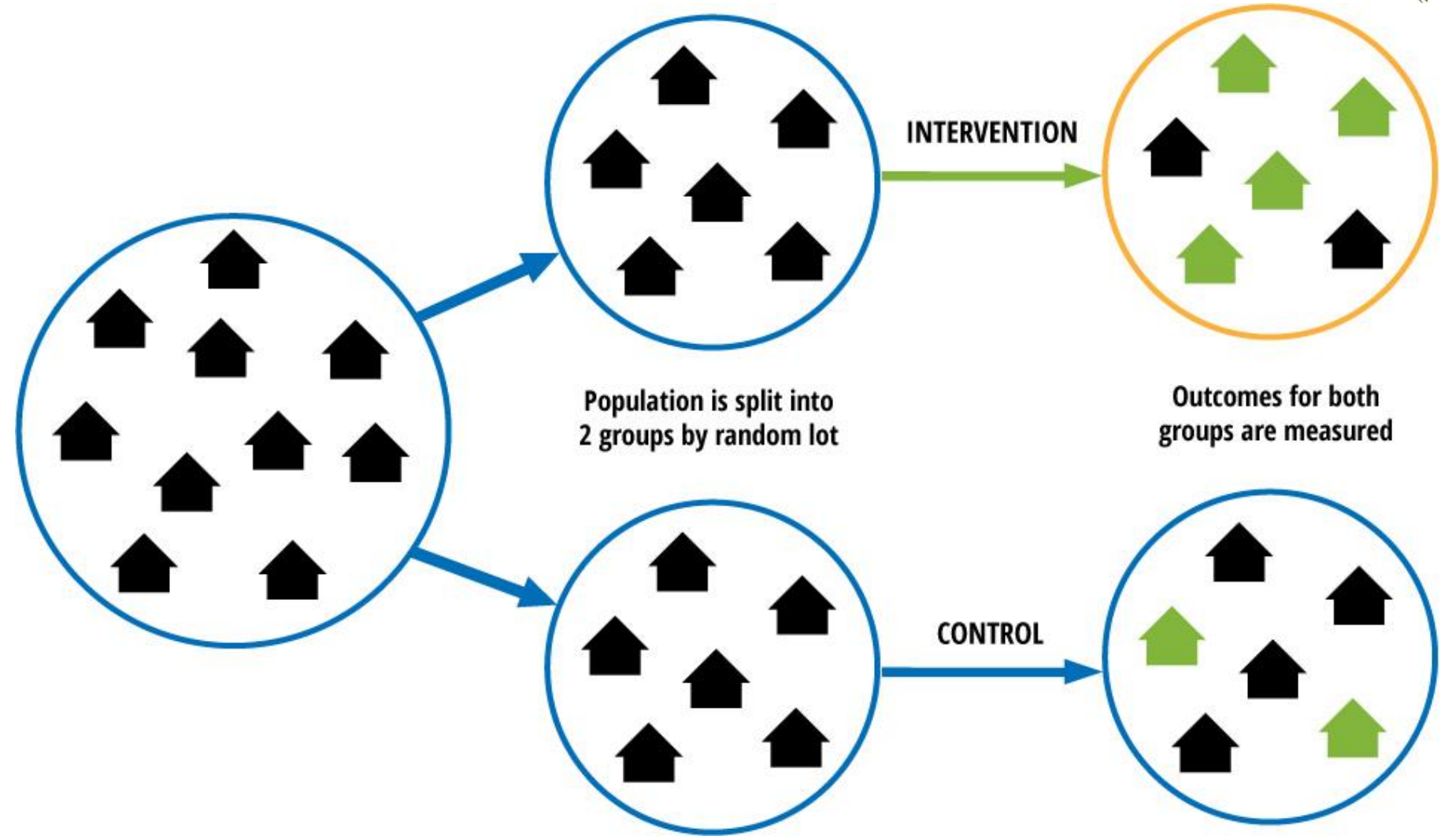
- That means comparing what happened, to what would have happened in the absence of the program

what happened with the program

- what would have happened without the program

= IMPACT of the program

To measure impact it is necessary to find a way to credibly estimate the *counterfactual* i.e. how program participants would have fared if the program had not occurred



RANDOMIZATION

“Impact” is a popular word! But....

Bad impact measurement may be worse than none at all

1. Wastes money
2. Leads to bad decisions
3. Distracts from viable and helpful non-impact “evidence” gathering

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Measurement & Evaluation

Ten Reasons Not to Measure Impact—and What to Do Instead

Impact evaluations are an important tool for learning about effective solutions to social problems, but they are a good investment only in the right circumstances. In the meantime, organizations must build an internal culture in which the right data are regularly collected, analyzed, and applied to manage implementation and improve programs.

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By [Mary Kay Gugerty & Dean Karlan](#) | Summer 2018

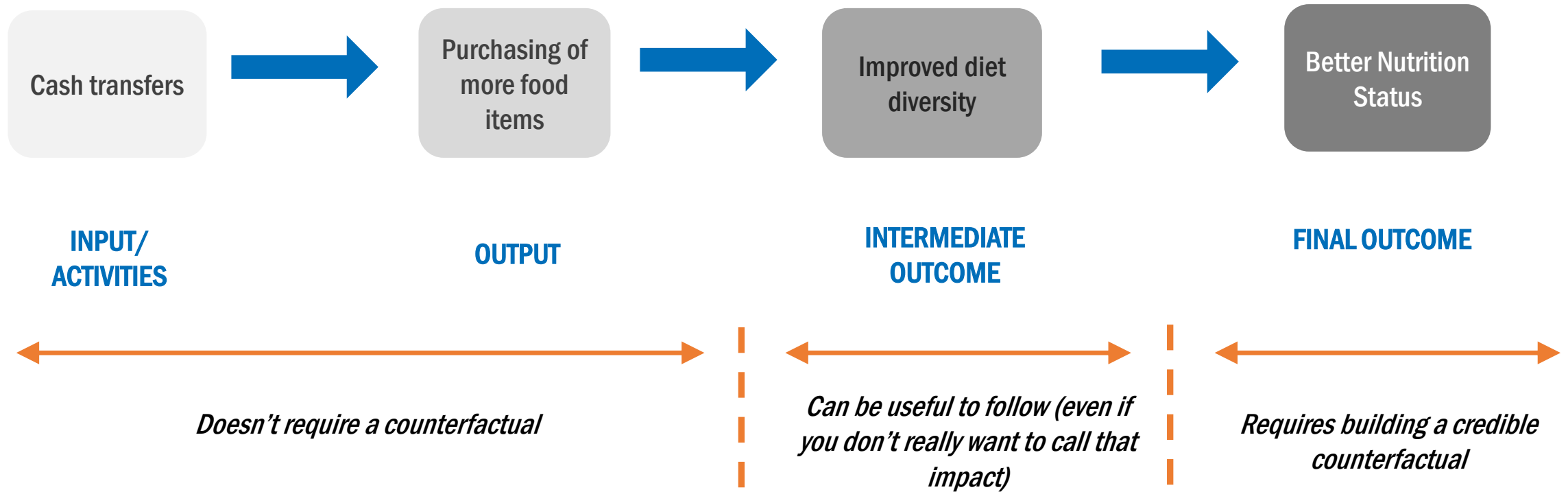
Nutrition

- Short run:
 - Nutritional supplements
- Short run + long run?
 - Nutritional supplements with education
- Short run + indirect long run?
 - Social protection program (cash transfer; graduation model)
- Short run + indirect and direct long run?
 - Social protection program WITH nutrition education

Program management

- Targeting: who should receive the program? Who does?
- Feedback from constituents
 - Field agent quality
- Adoption of technologies
 - Eating nutritional supplements?
 - Agricultural take-up eg
 - Health product usage
- Cost

Putting it all together....



Thank you



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