

Qualitative Methods for Monitoring and Evaluation

Qualitative methods for data collection play an important role in monitoring and evaluation (M&E) by:

- improving the quality of survey-based quantitative evaluations
- strengthening the design of survey questionnaires
- expanding or clarifying quantitative M&E findings.

Qualitative techniques, such as observations, focus groups, and interviews, can help M&E staff and program managers to understand:

- whether new programs or activities are needed
- whether and how existing programs and services are reaching target audiences
- if issues related to content, program scope, coverage, or target audiences should be reexamined.

Description

The M&E Team of the Centers for Disease Control and Prevention/Global AIDS Program contracted with ICF Macro to assist in the development of Qualitative Methods for Monitoring and Evaluation. This course provides an overview of qualitative methods and their use for M&E to improve participants' capacity to conduct high-quality qualitative M&E for HIV/AIDS programs. The course content encompasses the theory, methods, and hands-on experience necessary to help participants design, implement, and manage qualitative M&E projects.

After completing the course, participants will be able to:

- identify the types of M&E questions that can be answered with qualitative methods
- select the appropriate qualitative methods for answering M&E questions
- outline the steps involved in developing a qualitative evaluation protocol
- describe ethical considerations for qualitative M&E
- summarize the process for qualitative data collection, management, and analysis
- describe how qualitative data can be used to make program decisions
- assess the quality of a qualitative report
- develop a data dissemination and use plan.

Audience and Format

This course is intended for program managers and others interested in applying qualitative methods for M&E of HIV/AIDS programs. The course is designed for groups of 15 to 25 participants, and it requires an experienced facilitator with technical expertise in qualitative M&E, adult learning, and participatory training techniques. Two or three facilitators are required to help with group work. The course is designed to be delivered in 3 days, but it can be tailored to meet the needs of individual countries and programs.

Additional information on this course can be obtained by contacting Lela Baughman (lbaughman@icfi.com) or Yamir Salabarría-Peña (yacs8@cdc.gov).

Monitoring and Evaluation Course Description

Qualitative Methods for Monitoring and Evaluation: Course Module Descriptions	
Module	Focus
Module 1: Introduction to Qualitative Methods for M&E	<ul style="list-style-type: none"> ▪ Define qualitative methods for M&E ▪ Describe how qualitative and quantitative methods are both different and complementary ▪ List some of the applications of qualitative M&E ▪ Determine when to use qualitative methods for M&E
Module 2: Qualitative Methods	<ul style="list-style-type: none"> ▪ Describe the core qualitative methods and their uses, strengths, and weaknesses ▪ Identify which qualitative methods best answer different monitoring or evaluation questions
Module 3: Protocol Development	<ul style="list-style-type: none"> ▪ Conduct a stakeholder analysis ▪ Identify the key elements of a qualitative evaluation protocol ▪ Identify appropriate qualitative sampling strategies ▪ Describe key ethical issues in qualitative evaluation ▪ Describe budget considerations
Module 4: Data Collection and Analysis	<ul style="list-style-type: none"> ▪ Describe the process of qualitative data management ▪ Describe key concepts in qualitative data analysis
Module 5: Use and Dissemination of Qualitative Data	<ul style="list-style-type: none"> ▪ Effectively judge the quality of a qualitative report ▪ Describe how qualitative data can be used to make program decisions ▪ List the elements of a qualitative report ▪ Develop a data dissemination plan