



Save the Children



**The Open
University**

**Monitoring, Evaluation,
Accountability and Learning (MEAL)**

II Total Reach

Keywords: Total Reach, thematic reach, children directly reached,
children indirectly reached, double counting



Introduction

As mentioned in Session 1: Introduction to the course and Monitoring & Evaluation in Save the Children, in support of Save the Children's 2010-2015 strategy, we developed a shared methodology to estimate the number of people reached by our programmes.

While it is important for us to understand what our reach is, it is just one component of monitoring progress towards our strategy goals and does not imply any lasting or significant change. By reaching more people we are in a better position to impact more children, but to assess outcomes and quantify impact, we use other measures and methodologies. For Save the Children, Total Reach data is collected and reported each year as part of the Country Annual Report.

In this session we will summarise Save the Children's Total Reach methodology documented in the form of the general guidelines, thematic guidelines and data forms. It is highly recommended that you read the full version of these guidelines for detailed information. There are thematic guidelines for each of the themes that Save the Children is working in, namely Education, Health, Nutrition, HIV and AIDS, Child Protection, Child Rights Governance, Livelihoods and Emergencies. These guidelines have detailed descriptions of the sub-themes that are part of the respective thematic areas. A Frequently Asked Questions document has also been developed to answer practical questions raised during the implementation process. If you would like to find more information, please go to this page on OneNet:

<https://onenet.savethechildren.net/whatwedo/me/Pages/TotalReach.aspx>.

Learning Outcomes for this session

When you have studied this session, you should be able to:

1. Understand the purpose of Total Reach.
2. Describe key steps in estimating Total Reach.
3. Understand the essential elements of Total Reach reporting.
4. Know how to correct for double counting.
5. Understand about how to use and communicate Total Reach data.

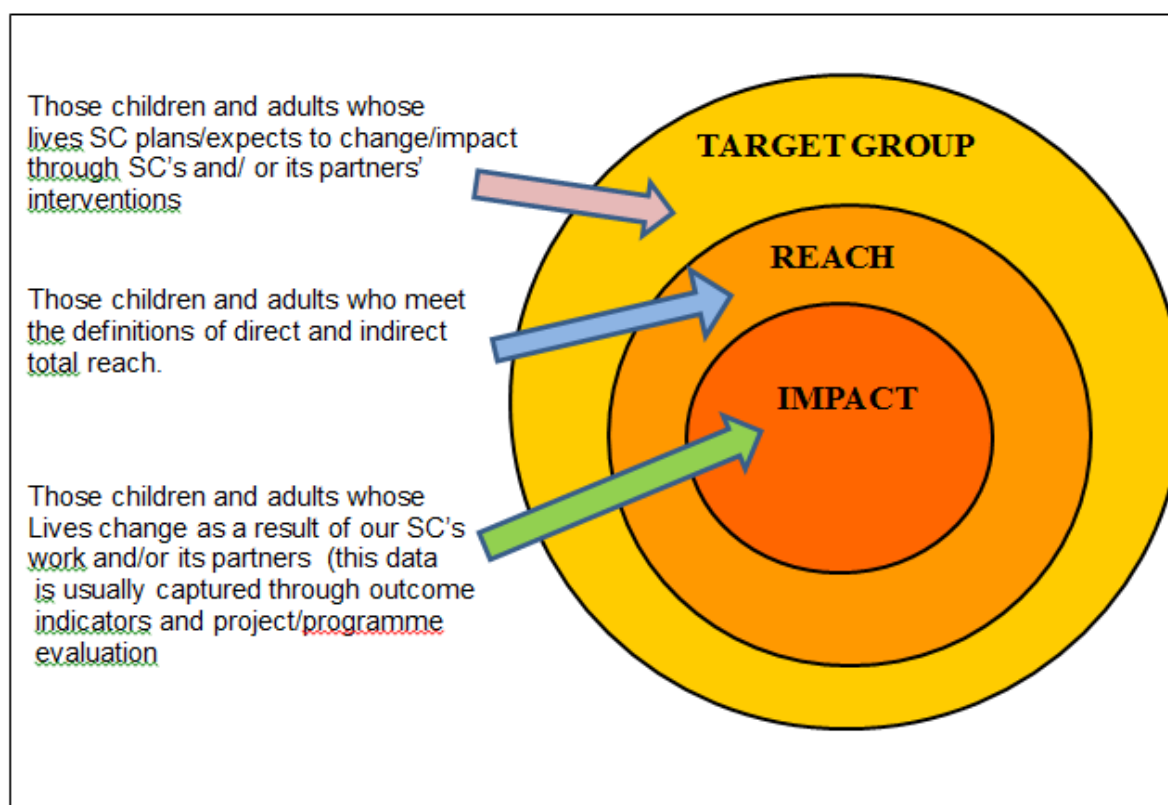
I Purpose

Save the Children's Total Reach methodology enables us to estimate the number of children and adults who have *directly* and *indirectly* been reached by our programmes and our partners' programmes. This means goods, participation in activities, services and information distributed through these programmes.

As mentioned before, by reaching more children, we believe we are in a better position to impact more children. However, the reach estimate is not a measure of **outcome or impact**. Hence the number of children reached does **NOT** mean the number of children impacted.

This important distinction is described in Diagram 1 below.

Diagram 1: Relationship between a target group, reach and impact



2 Definition of Direct and Indirect Reach

You may have noticed the terms, direct and indirect reach mentioned in the previous section. It is important that you understand the rationale behind and distinction between the two categories of reach. The Total Reach Methodology defines them as follows:

Directly reached - A person is reached directly when one of the following conditions is met:

- s/he has received one or more project/programme inputs from Save the Children or its partners
- s/he has participated in activities of Save the Children or its partners
- s/he has accessed services provided by Save the Children or one of its partners
- s/he has received inputs, activities or services from individuals/institutions to whom Save the Children or its partners have provided sustained support.

Indirectly reached - A person is reached indirectly through one or more of the following:

- Information Education and Communication (IEC) and/or awareness raising efforts or events conducted or supported by Save the Children or its partners
- a family or community member whose well-being is expected to be enhanced by a person reached directly by Save the Children or one of its partners.

Note that the important factor in the second criterion for indirect reach is *the expectation that another person's well-being is enhanced* as a result of the person being directly reached. For example, if one of the children in a family is a beneficiary of a cash grant programme, it is expected that other siblings will benefit from the extra income or freed income of the household – hence they are counted as indirectly reached. But, if the link is not clear they should not be included as indirectly reached.

Relevant thematic guidance will give you clear instruction on who to include in your reach estimate for direct and indirect reach. The list in the thematic guidance may not be exhaustive. In such rare cases, you may need to use your expert judgment. But you should always refer to the thematic guidance when compiling the Total Reach data.

The following is an example from one of the sub-theme areas of the health thematic guidance. Again you will find the detailed guidance for all of the thematic areas in OneNet.

Table 1: Excerpt from health thematic guidance

Theme Area	Sub-Theme	Who to Estimate as Directly Reached	Who to Estimate as Indirectly Reached
Health	Maternal and newborn health	<p><u>Children</u></p> <ul style="list-style-type: none"> • Newborns (under 28 days old) who receive newborn care intervention packages, including immunisation • Newborns of mothers who receive antenatal care, delivery care, or postnatal care • Pregnant adolescents or adolescent mothers (under 18) who receive services <p><u>Adults</u></p> <ul style="list-style-type: none"> • Men and women receiving reproductive health services and/or participating in reproductive health activities and their spouses • Men and women using reproductive health services in areas where system strengthening activities were implemented. • Pregnant women and mothers using maternal and newborn health services in areas where system strengthening activities were Implemented who receive antenatal care, delivery care, and postnatal care • Health workers/volunteers trained (including community health workers and traditional birth attendants) • Health workers trained in health systems strengthening • Government officials and policy makers reached by the programme (e.g. capacity-building, mentoring) • Implementing partners (e.g. INGOs, NGO members etc.) whose capacity was developed in MIS, referral systems, and working with government health services 	<p><u>Children</u></p> <ul style="list-style-type: none"> • Children of men and women receiving reproductive health services and/or participating in reproductive health activities • Siblings of newborns treated by trained health care workers <p><u>Adults</u></p> <ul style="list-style-type: none"> • Spouses/partners of those receiving services. • Individuals estimated to have read / listened to mass media IEC messages on newborn health care • Household members of persons receiving community therapeutic care or supplementary care in an emergency

3 Disaggregation

You are required to disaggregate your reach estimate by **children** (below 18) and **adults** (18 and above) for all relevant thematic areas in your programme, i.e. Education, Health, Child Protection, Nutrition, Livelihoods, Child Rights Governance, Emergencies and HIV and AIDS. Each thematic area has several sub-themes under it. The Total Reach data forms include agreed sub-theme areas for each thematic area.

In addition, the data should be disaggregated by **sex** (boys/girls and men/women). The disaggregated information should come from either Save the Children's own project records or from estimates obtained from secondary sources (e.g. records from our implementing partner organisations or government institutions such as health facilities, schools etc.).

Activity I (SAQ): How well do you know Total Reach?

Now that you have gone through the basic concepts of Total Reach, we would like you to answer the following questions and test your knowledge. The answer keys are provided at the end.

Q.1: Total Reach measures the impact of Save the Children programmes on the lives of children. **(T/F)**

Q.2: Total Reach reporting can be broken down into what *types of Reach*?

- A. Direct
- B. Indirect
- C. Immediate
- D. Developmental
- E. Direct and Indirect

Q.3: Which of the following categories are not used during Total Reach estimation?

- A. Females under 18 years of age.
- B. Males under 18 years of age.
- C. Females 18 years of age and older.
- D. Males 18 years of age and older.
- E. Vulnerable children.

Q.4: When a project is multi-thematic, we include the project and its reach estimates in **ONLY** one theme. **(T/F)**

Q.5: A Country Office does significant construction work, therefore the Country Office should create a "Construction" theme in the reporting form to accurately represent this project. **(T/F)**

4 Double Counting

You may know that many of Save the Children's projects are integrated and multi-thematic in nature (involving interventions across more than one sub-theme or theme). Similarly, different thematic projects may be implemented in the same community or geographical area. To accurately estimate our sub-thematic and thematic reach, the same people must sometimes be counted in different sub-themes and/or themes. Duplication across sub-themes and themes must then be corrected for to calculate an unduplicated estimate of people reached in the country.

In our Total Reach methodology, duplicate counts are eliminated in three steps:

- ✓ across projects within the same sub-thematic area
- ✓ across projects within the same thematic area
- ✓ across thematic areas in the Summary Form.

The following gives you a detailed description of the steps you should take to eliminate duplicate counting at the three levels (sub-theme, theme and country level):

1. Record the estimated number of people reached directly and indirectly by a given project under the relevant sub-theme area.
2. Verify if the same people have been reached by multiple projects in the same sub-theme area (e.g. Basic Education project A and Basic Education Project B being implemented in the same district or locality).
3. Subtract the duplicated number from the total number of people reached in that sub-theme to arrive at the unduplicated reach by sub-theme.
4. You will do this for all of the sub-theme areas.
5. Verify if the same people are reached by multiple sub-theme areas (e.g. basic education and school health and nutrition under the same theme of education.)
6. If yes, subtract the duplicated amount from the total thematic reach to account for the double counting.
7. Verify if the same people have been reached by different thematic areas (e.g. health and education).
8. If yes, subtract the duplicated amount from the country level reach to account for the double counting across the different themes.
9. In some instances the same people may be estimated under a direct and indirect reach. For example, women who have accessed antenatal care services may also have been reached by a national or provisional level awareness campaign. This will result in double counting of the same women in the same sub-theme area. In this case, you have to correct for the double counting and subtract the women who have already been reached directly from the indirect reach.

Activity 2 (SAQ): Estimating Total Reach and eliminating double counting

Have a look at the following example that can help you visualize how this can occur in your country programme.

A Country Office implements programmes in the themes of Education, Health, and Nutrition, as follows: an Early Childhood Development (ECD) project in District A that reached 5,000 children; a Child Health project in Districts A, B and C that reached 5,000, 10,000, and 8,000 children respectively; and a Child Nutrition project in District C that reached 5,000 women (assumed to have four children each, for a total of 20,000 children). In District A, the ECD project is implemented in the same communities as the Child Health project.

Using the above data, try to estimate the Country Office's Total Reach. What is the total number of children reached by theme and for the entire country office? You can then compare your answer to the answer key at the end of this session.

5 Total Reach data components

In this section, we will explain to you the different data components you are required to capture when you estimate Total Reach for your country office. Each one of the data elements is essential for the verification and validation of data at all levels.

Reporting the number of children and adults reached directly and indirectly should be done along the following thematic areas and the corresponding sub-theme areas:

- ✓ Child Protection
- ✓ Education
- ✓ Health
- ✓ Nutrition
- ✓ HIV and AIDS
- ✓ Livelihoods
- ✓ Child Rights Governance
- ✓ Emergencies
- ✓ Other (for any project or activity that do not fall under the Save the Children agreed thematic areas.)

The following data components are captured for each project/programme that feed into a specific sub-theme reach estimate. For example, primary school children that have been reached through a basic education project will be reported under the basic education sub-theme area of the Education theme. But we need the following additional data elements that are very critical for the completeness, accuracy and integrity of the data (please read them carefully):

- **Name of project and location.** The number of children and adults reached should be reported at the project level. You should include all projects that have been active in the relevant fiscal year (January-December in a given year). If any of your projects fall outside of the agreed thematic areas you can record it under the 'Other' category. If you strictly follow the guidance, you should expect very few projects to fall under the 'Other' category.
- **Cross-thematic project.** For all multi-thematic projects, you should identify all relevant themes and subthemes and list the project in all relevant themes. For example, an integrated health and education programme may reach the same children. While we record the same children in both themes, it is important that this is noted and all duplicate counts are eliminated in each subtheme and at the theme level. We will discuss double counting in greater detail in an upcoming section.
- **Estimated number of children and adults reached directly.** For each project, you should estimate the number of children and/or adults reached directly in the previous fiscal year, using the definition of direct reach and the thematic guidelines as the primary reference. The data should be disaggregated by children and adults by sex. In the event that the project monitoring system does not provide disaggregated information by sex, you should report the disaggregated numbers from secondary source estimates; when doing so, please provide the source used for such estimates.
- **Estimated number of children and adults reached indirectly.** For each project, you should estimate the number of children and/or adults reached indirectly in the previous fiscal year, using the definition of an indirect reach as described above and using the thematic-specific guidelines as your primary reference. Keep in mind that in order to consider them indirectly reached there has to be a clear link with the person who has been directly reached. You should disaggregate the estimated numbers of children and adults by sex. In the event that the project monitoring system does not provide disaggregated information by sex, you should report the disaggregated numbers from secondary source estimates; when doing so, please provide the source used for such estimates
- **Sources of data.** You should include all the sources of data for both direct and indirect reach estimated and also include the data if the project is implemented by partners. You should provide as much detail as possible in order to trace the data back to its source.

- **Key assumptions and calculation criteria used to estimate children and adults reached.** This information is very important to verify accuracy of your estimate. You should include as much detail as possible on your assumptions and calculation criteria used to estimate the reach figure. Examples of such data may include household size assumptions. Such data should be based upon estimates provided by a reputable source, such as Demographic and Health Surveys, UNICEF MICS surveys, etc.
- **Summary of methodology used to eliminate duplicate counting within sub-themes, themes and across themes.** You should summarise the methodology used to eliminate any duplicate counting so that children and/or adults likely to be reached by more than one project in the same sub-thematic and thematic areas are counted only once. This step is important for verification processes.

Activity 3 (SAQ): Case Study

Now let's practice what you have learned using the below example from a country office. Country A is implementing multiple projects funded by several Save the Children member organisations. The information summarised in the short paragraph and the table below is extracted from several project reports from Country A. Using the information provide your answer to the following questions. You can then compare your answers with the answers provided at the end of the session.

Q1. Who should be counted under which thematic and sub-thematic area?

Q2. Who should be counted as directly reached and indirectly reached?

Q3. What possible areas are there for double counting within a sub-theme in this country?

Q4. What possible areas are there for double counting across thematic areas in this country?

Case Study: Country A

Children's rights are violated in many different ways in Country A, where Save the Children operates. The Country Office is implementing a programme in health and education thematic areas supported. The country programme is significantly contributing to improving access to and quality of health and education systems in the country through multi-year programming supported by multiple Save the Children members. In 2013 the country experienced severe floods in one of the regions where Save the Children is implementing its development programmes. The country office responded to the emergency through a multi-thematic response. Some general data information for Country A is provided in the table overleaf.

Country A: Description of Project Activities

Project Location	Project Name	Project Interventions
Location A	Health Project One	514 mothers received antenatal care.
		A radio show on newborn care was delivered every week for 3 months in FY2013. A media study showed that around 30% of women in the area heard the show. Census data shows that the female population in Location A is 20,000.
		1500 children (760 boys, 740 girls) received immunisation. The average family size in County A is 4 children.
Location B	Emergency Response Project	500 pregnant and lactating women receive supplementary feeding.
		3 training sessions on health in emergencies held with 20 men and 4 women.
Location A, B and C	Education Project One	30,730 students in 35 supported primary schools were provided with bags, uniforms and learning kits (15,000 boys, 15,730 girls).
		250 primary school teachers from 25 schools from Location A were trained in child-centered learning. The enrolled number of students in the 25 schools is 78,000.
		10 primary school headmasters (8 men, 2 women) attended a training course on best practices in school management. 1,021 students (500 boys, 521 girls) are enrolled in the headmasters' schools.
Location B	Emergency Response Project	20 primary schools, each of around 50 children, received emergency SHN programme interventions.
		2000 households provided with food items.

5.1 Verification of Total Reach Data

The verification of the Total Reach numbers are critical to its integrity. Indeed, if the data has not been rigorously verified and checked, it is less likely that we have the confidence to report it externally.

The below checklist has been developed to assist a focal person or country director with the verification and sign-off process. This is entirely dependent on country offices completing all the data components described in the previous section. If your role is to consolidate a Total Reach report, it is important that data sources and the summary of basic assumptions used to estimate your indirect reach and remove double counting are documented as accurately as possible. If your role is reviewing reports, you will appreciate how complete data is crucial for the quality of the data.

The checklist below will help you to verify the data depending on your role in the country office:

Box 1: Verification Checklist	
Total Reach Focal Person Checklist	
<ul style="list-style-type: none"> • Develop work-plan for Total Reach estimate • Review process from previous year and where appropriate arrange for handover from previous focal point person • Ensure data collection tools are updated/developed • Provide relevant staff with Total Reach pack (guidelines, training materials and FAQ) • Check that staff have read the Total Reach pack • Identify and address training needs • Clarify with relevant staff which projects belong under which theme/sub-theme for reporting • Communication with partners on disaggregation of data for total reach • Provide advice and guidance on how to integrate total reach into regular monitoring system • Field based quality checks (e.g. assumptions for indirect reach) • Data sources (national census, health surveys, newspaper readership, etc.) used for developing assumptions • Coordinate meeting with relevant project managers/thematic staff to verify data and eliminate double counting 	
Country Director Checklist	
<ul style="list-style-type: none"> • That there are appropriate staff (and alternatives) identified as the focal point • Staff have the appropriate resources (skills and time) to spend on Total Reach process • Ensure that Total Reach is integrated into regular monitoring system • Ensure that agreements with partners require disaggregated data for Total Reach • Endorsement of Total Reach 	

5.2 Communicating Total Reach

Total Reach methodology is an important element of our monitoring system and we use reach data when communicating about our programmes at thematic, country, region and global levels. The data is used in our annual reports and other communication materials we share with different stakeholders and the public. However, it is important for you to know what a Total Reach data *can* and *cannot* tell us. As mentioned earlier in this session, the reach estimate is **NOT** a measure of **outcome or impact**. Hence the number of children reached does not mean the number of children impacted. It is therefore important to provide appropriate guidance to those using the data so that it is accurately communicated. Also, a common mistake we experience is a simple aggregation of one or more thematic data when communicating data, e.g. health and nutrition, health and education etc. When communicating reach data at the country level, thematic reach estimates can **NOT** be added because the same people may have been reached with more than one theme.

Summary

- **Who should be counted?** All children and adults reached by Save the Children's programmes (whether those programmes are implemented directly by Save the Children or by partners supported by Save the Children) should be counted, regardless of the programme's funding sources (private, public, internal, etc).
- **Who are our partners?** For the purpose of estimating the number of children and adults reached, partners are defined as those organisations with whom we have a contractual agreement and whom we finance and provide with technical assistance, in order to implement projects with us or on our behalf.
- **How do we count people reached via multiple themes?** Many projects are multi-thematic in nature (involving interventions across more than one sub-theme or more than one theme). To accurately estimate our sub-thematic and thematic reach, the same people must sometimes be counted, initially, in two different sub-themes and/or themes. However, this double counting of one person in two different sub-themes or themes must then be eliminated in order to calculate an unduplicated estimate of people reached in the country.
- **How to eliminate double counting?** Duplicates are eliminated at three different stages: at the sub-theme, theme, and country level. To estimate duplicates for all three stages, please review Programme Monitoring reports, attendance records, donor reports, and census estimates to accurately assess the number of persons who received more than one intervention. It is strongly recommended that Programme Managers from the varying themes meet and compare geographic and thematic areas of duplication.

SAQ answers and comments

Activity 1: How well do you know Total Reach?

A.1: FALSE Save the Children's Total Reach methodology enables us to estimate the number of children and adults who have directly and indirectly received goods, services and information through our programmes and our partners' programmes. However, the reach estimate is not a measure of outcome or impact.

A.2: E – Direct and Indirect: Total Reach is broken down into the categories of age, gender and into the types of Direct and Indirect reach.

A.3: E – “Vulnerable children” is *not* a category calculated in the Total Reach process. Categories included are sex and age group:

- Females Under 18 years of age (0-17yrs)
- Males Under 18 years of age (0-17yrs)
- Females 18 years of age and older (18+ yrs)
- Males 18 years of age and older (18+ yrs)

A.4: FALSE: When the same people are reached with multiple thematic programmes, we should initially count them in all of the relevant sub-theme or thematic areas, and eliminate double counting at the appropriate level.

A.5: FALSE: There are eight programmatic themes that have been agreed upon by Save the Children as part of the 2010-2015 strategy. These themes cannot be amended or changed for the Total Reach process. Should a project truly fall outside of these eight themes, it can be reported under ‘Other’ category

If you would like a detailed explanation of each of the above categories please read pages 4 and 5 in the Total Reach General Guidance Document

Activity 2: Estimating Total Reach and eliminating double counting

First, the Country Office should report each of these totals in the respective thematic areas for Early Childhood Education (5,000), Child Health (23,000), and Child Nutrition (20,000). When summarising for the whole country office programme, the Country Office will subtract 13,000 from the sub-total of all children reached, resulting in reporting a grand total of 35,000 children reached. The Country Office should also note that the adjustment of 13,000 children (highlighted in yellow in the below table) to avoid double counting, comes from 5,000 children from the ECD project in District A that overlap with the Child Health project, and the 8,000 children from the Child Health project in District C likely overlap with the 20,000 children reached through the Child Nutrition project.

Sub-theme	District “A”	District “B”	District “C”
Early Childhood Development	5,000		
Child Health	5,000	10,000	8,000
Child Nutrition			20,000

Activity 3: Case Study

Please read the explanation section and compare with what you have noted to the questions.

Project Location	Project Name	Project Interventions	Sub-theme	Explanation to questions.
Location A	Health Project One	514 mothers received antenatal care (ANC)	Maternal and New born	ANC services that target mothers will have a direct effect on newborns (see thematic guidance), therefore newborns should be counted as directly reached.
		A radio show on newborn care was delivered every week for 3 months in FY2013. A media study showed that around 30% of women in the area heard the show. Census data shows that the female population in Location A is 20,000.	Maternal and New born	All the mothers reached through this radio show are indirectly reached. We also expect the same mothers that received antenatal care intervention above would have been reached by the radio show. Hence the number of mothers that have already been included in the direct reach should be subtracted from the indirect reach estimate.
		1500 children (760 boys, 740 girls) received immunisation. The average family size in County A is 4 children.	Child Health	Siblings of the children reached directly with this intervention will be considered as indirectly reached. In this case you will have to get the household size estimate to estimate the number of siblings reached.
Location B	Emergency Response Project	500 pregnant and lactating women receive supplementary feeding.	Maternal and new born health	Household members of the pregnant and lactating mothers will be considered as indirectly reached because other family members are assumed to have benefited from the extra resources that are made available to the household.
		3 trainings on health in	Other	While this is a training activity, it will not have a

		emergencies held with 20 men and 4 women.	health	cascading effect on others. So only directly reached individuals will be counted.
Location A,B and C	Education Project One	30,730 students in 35 supported primary schools were provided with bags, uniforms and learning kits (15,000 boys, 15,730 girls).	Basic Education	The siblings of children who have accessed the school supplies will be considered as indirectly reached as they would benefit from the resources freed up as a result of those directly reached.
		250 primary school teachers from 25 schools in Location A were trained in child-centered learning. The enrolled number of students in the 25 schools is 78,000.	Basic Education	This intervention directly reached 250 teachers. But according to the Total Reach methodology, the 78,000 children who have been taught by these teachers will also be considered as directly reached. Please note however that students who received education supplies from location A above may be the same students as the ones in these schools. We therefore adjust for double counting.
		10 primary school headmasters (8 men, 2 women) attended a training course on best practices in school management. 1,021 students (500 boys, 521 girls) are enrolled in the headmasters' schools.	Basic Education	The target of this training is strengthening the education system and hence the reach will not cascade to the students that are attending those primary schools.
Location B	Emergency Response Project	20 primary schools, each for around 50 children, received emergency SHN programme interventions.	School health and nutrition	These children are reached directly by an emergency school health and nutrition programme. Given this is a multi-thematic response, we will record the reach estimate both in the education (under the school health and nutrition sub-theme) and emergency thematic areas (under thematic response). You also see that this intervention is implemented in the same location (Location B) where Education Project One has been implemented, therefore we have to correct for double counting at the country level.
		2000 households provided with food items.	Food aid	This intervention has targeted all household members (i.e. 2000 multiplied by the average household six) will be counted as directly reached. In this case, we will not have indirectly reached people.

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