

**AMP Statement on  
M&E Best Practices for Partners Supporting  
National Long-Lasting ITN Mass Distribution Campaigns**

Partner organizations participating in a national long-lasting ITN mass distribution campaign are part of a complex multi-dimensional partnership led by the host country's National Malaria Control Program (NMCP). Close coordination amongst all partners across all aspects of the campaign is essential to ensure that the overall effort is successfully implemented. In recent years, conflicting approaches among donors, implementing partners, and national programs about what is needed to adequately monitor and evaluate the quality of mass distribution campaigns have arisen. The objective of this statement is to support achieving optimal results through mass campaign distributions by highlighting key monitoring and evaluating (M&E) best practices for partners to endorse and implement. The following recommended best practices reflect the cumulative experiences of the members of the Alliance for Malaria Prevention, many of whom have engaged in numerous mass distribution campaigns over the past decade throughout sub-Saharan Africa.

“An M&E strategy focused on a campaign must be consistent with, and complementary to, the country's overall malaria M&E plan. However, each campaign needs a specific M&E plan to ensure data are collected in order to determine if it has met its objectives, to assess the strategies used and to provide lessons for future activities...Monitoring is the ‘routine tracking of the key elements of programme performance through record-keeping, regular reporting, surveillance systems and periodic surveys’, while evaluation is ‘the periodic assessment of the change in targeted results that can be attributed to an intervention’”.<sup>1</sup>

Efforts to monitor and evaluate the quality of mass distribution campaigns require recognition of essential elements. Based on its cumulative experience the AMP recommends that organizations supporting mass distribution campaigns adopt the following M&E best practices:

1. **Support the National Campaign M&E Plan:** Individual partner M&E efforts should contribute towards, strengthen, and be synchronized with the NMCP's campaign monitoring and evaluation plan. Evaluation methods, data collection, and tools should be consistent with those described in the national plan. M&E planning should be integrated into the design of a mass distribution campaign from the beginning of the planning cycle, not only to strengthen the national M&E plan overall, but also to help assure the quality of monitoring during the campaign.
2. **Collect data in a manner that ensures timely application:** Data should be gathered, verified, cleaned, analyzed and shared with all partners in a timely manner to help inform ongoing efforts and to improve the design and quality of the ongoing as well as subsequent campaigns. Partners are encouraged to consider using existing tools, processes, and innovative technology (as available) when it fits within the framework of the national M&E plan, to facilitate timely collection and dissemination of monitoring efforts.

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<sup>1</sup> AMP Toolkit, Chapter 8 Monitoring and Evaluation, page 8-1, can be downloaded at: <http://www.allianceformalariaprevention.com/resources/AMP%20Toolkit%202.0%20English%20FINAL.pdf>

3. **Prioritize “need to know” data over “nice to know” data:** M&E efforts related to mass distribution campaigns should be focused on collecting the minimum data required to adequately and responsibly monitor and evaluate the quality of campaign implementation. While more data may be nice to have, efforts should be focused on ensuring that essential aspects of the campaign, as defined in the national plan, are closely monitored and the quality of the overall campaign evaluation (both process and outcome) is high. The required data should be identified during the planning process for the entire distribution campaign, when the national M&E campaign plan is formulated.
4. **Communicate and pay for partner-specific “nice to know” data needs:** Partner organizations that have established data needs that exceed those collected by the national M&E plan should share them with the NMCP and campaign partners in a timely manner to ensure transparency and consistency with the national plan. They should also budget for and fully fund the collection of additional data. These supplementary efforts should be carefully implemented in a way that does not detract from the national M&E plan efforts.
5. **Use Existing Guidance to Inform Partner Organization M&E Needs:** State-of-the-art monitoring and evaluation guidelines for monitoring mass distribution campaigns currently exist, and partners should work to ensure that national M&E efforts meet the currently recommended standards. Key guidance documents for specific long-lasting ITN related M&E issues include:
  - a. [AMP Toolkit, Version 2.0](#) The AMP Toolkit is a compilation of best practices drawn from the extensive experiences of partners planning, implementing, monitoring and evaluating mass campaigns over the past 10 years.
    - i. [AMP Tool Kit, M&E Chapter 8](#) : This resource provides specific guidance on how to establish a campaign-specific M&E plan, includes specific indicators to use, and offers many examples of key documents that can be adapted for country-specific needs.
    - ii. [AMP Tool Kit, Reporting Chapter 9](#) This resource provides a suggested outline for the report and guidance on the most useful content for post-campaign reporting efforts. It includes specific guidance on the overall outline for the report and discusses the key questions that should be answered in each section.
  - b. [WHO Durability Guidelines](#) This resource provides specific guidance for implementing durability monitoring of long-lasting ITNs and tracking overall performance of the various bed net products distributed over time. It provides guidance on prospective longitudinal and retrospective cross sectional studies.
  - c. [WHO guidance note for estimating the longevity of long-lasting insecticidal nets in malaria control](#) This resource provides guidance on how to standardize the analysis of the data gathered through the durability monitoring data gathered by a country.
    - a. [RBM Household Survey Indicators for Malaria Control](#) This resource, issued in June 2013, updates the 2009 version and provides detailed specifications for the indicators that can be measured through household surveys and the data that is required for their construction, as well as the issues related to their interpretation.