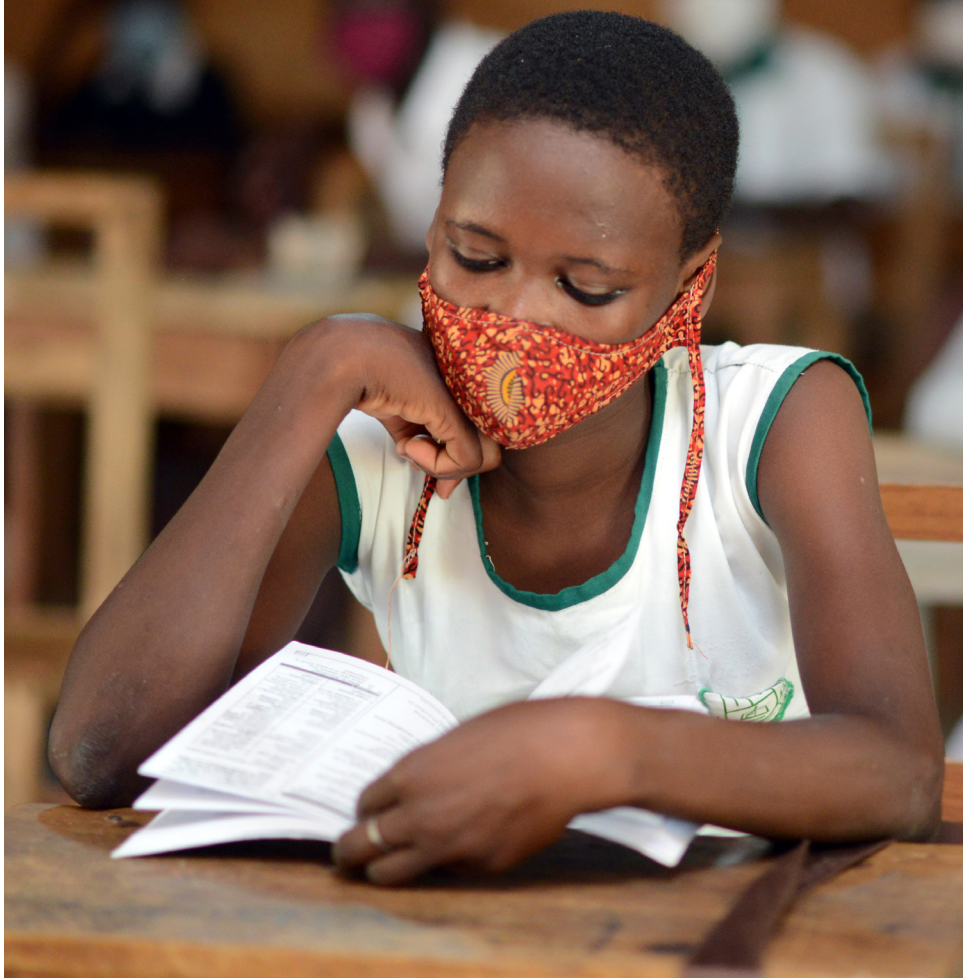


UNFPA-UNICEF
GLOBAL
PROGRAMME
TO END CHILD
MARRIAGE



TECHNICAL NOTE ON MONITORING AND EVALUATION OF CHILD MARRIAGE PROGRAMMES DURING COVID-19

A STEP-BY-STEP APPROACH



INTRODUCTION

This technical note is a ‘how to’ tool to monitor and evaluate programmes such as the UNFPA-UNICEF Global Programme to End Child Marriage (the Global Programme) during COVID-19, developed in response to feedback from a webinar in September 2020 in which participants requested additional support on measurement approaches. It also serves as a tool for harmonization and to spread good practices for monitoring and evaluation (M&E) when monitoring or evaluations can only be carried out remotely.

The content of this note reflects inputs from speakers in the September 2020 webinar titled ‘Monitoring child marriage in the time of COVID-19’, with a goal of strengthening monitoring systems and other key UNFPA and UNICEF measurement resources used during pandemics and in other emergencies.

The UNFPA-UNICEF Global Programme to End Child Marriage is generously funded by the Governments of Belgium, Canada, Italy, the Netherlands, Norway, and the United Kingdom, the European Union through the Spotlight Initiative, and Zonta International.

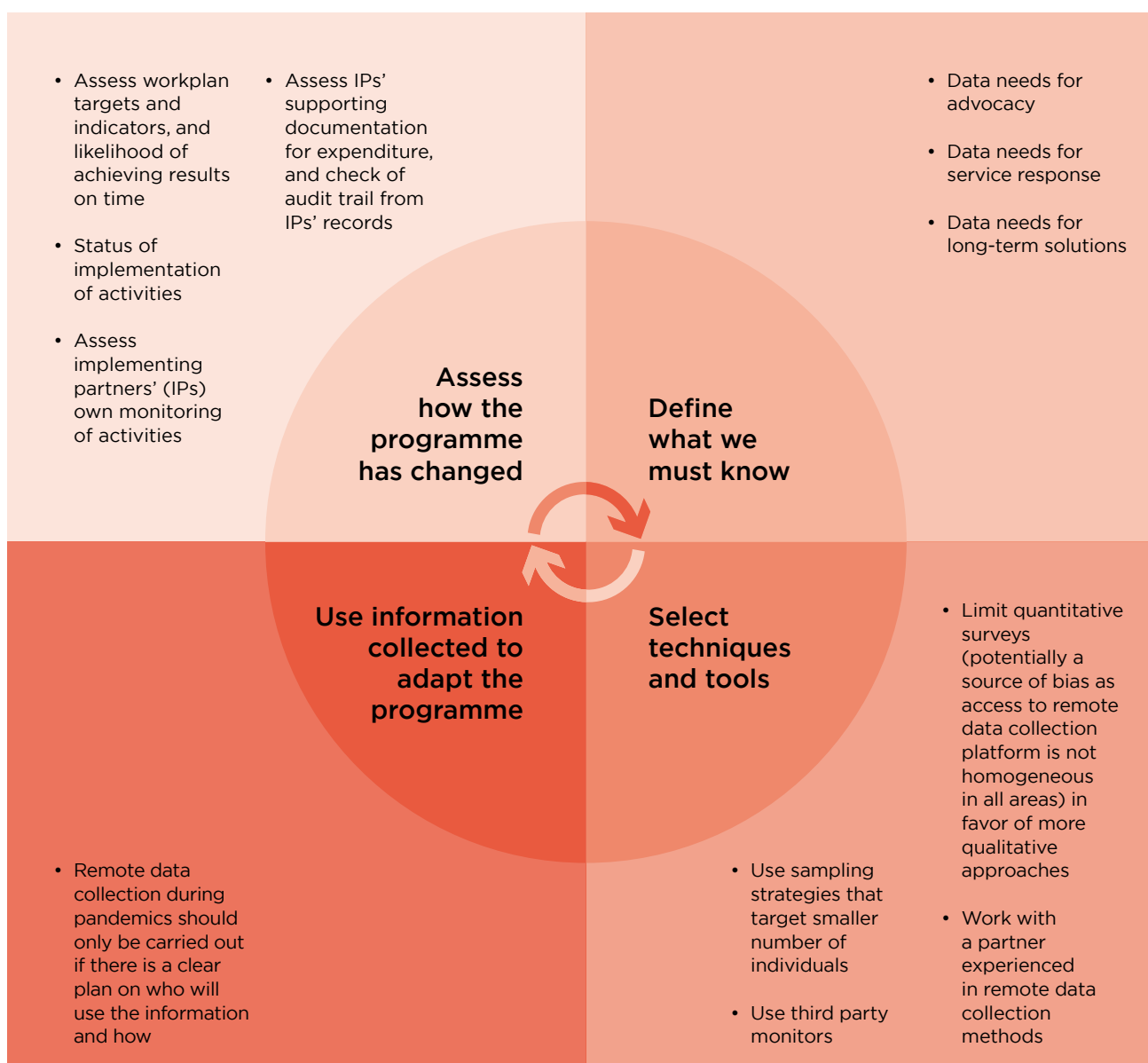
Front cover: ©UNICEF/UNI357817/Buta

© United Nations Population Fund (UNFPA) and United Nations Children’s Fund (UNICEF)
October 2021

A STEP-BY-STEP APPROACH

At the onset of a pandemic or crisis that requires remote monitoring¹, the technical note proposes a four-step iterative approach: *First*, the need to assess how the planned activities of the Global Programme and planned data collections have been affected by the pandemic. *Second*, the note suggests defining what information is crucial and therefore *must* be known during the pandemic. *Third*, the note focuses on how to select techniques and tools to collect information needed to answer these ‘must-knows’. *Finally*, how new information collected should be used to adjust or adapt the Global Programme.

FIGURE 1: A step-by-step approach to M&E during pandemics and epidemics



1 For evaluations, a similar four-step-approach can be adopted.

01 | ASSESS HOW THE PROGRAMME HAS CHANGED

At the onset and/or during a pandemic, epidemic or other emergency, child marriage programmes should conduct a rapid assessment of how the implementation of activities is being impacted and use the findings to adjust or adapt. Such an assessment may require a

discussion or meeting with partners who are involved in the implementation of work plan activities during onsite visits or remotely. Use the work plan monitoring report template in Annex 1.

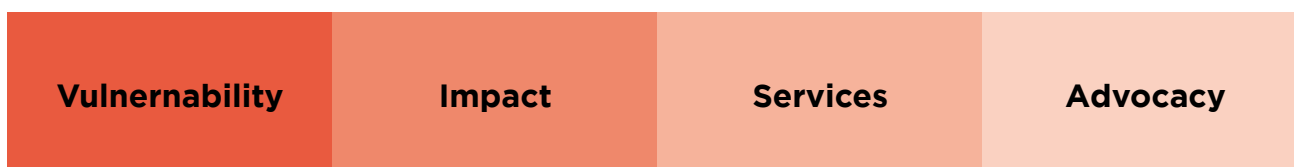
In response to COVID-19, for example, the Global Programme used smaller groups and more mentors for life skills programmes, used radio, telephone and TV for delivery of information, and considered reducing the life skills curriculum to fit the content to less hours. For community mobilization, the Global Programme expanded to radio, TV and social media. For education, some countries expanded to radio as well as door-to-door visits.²

02 | DEFINING WHAT WE *MUST* KNOW

During an epidemic, pandemic or other such emergency, we cannot assume that the data collected is representative of a population. For this reason UNFPA and UNICEF should not use remote data collection mechanisms for collecting data on prevalence, for example for child marriage rates in a community.

However, what we can collect remotely is data on the magnitude of vulnerability to child marriage; the impact on girls and their families; the impact on services; and to support advocacy. In this sense it is better to have *some* data than *no* data to make management decisions.

FIGURE 2: Four key issues for M&E



During an epidemic, pandemic or other emergency, this note recommends:

- Limiting data collection to essential issues only
- Making maximum use of available secondary data
- Sharing data as much as possible with key stakeholders.

To define our ‘must-know’ set of questions, you can use a simple matrix that clusters about five to ten key questions according to the four issues of vulnerability, impact, services and advocacy. The difficulty in putting together such a list is what not to include i.e., what we do not need to know at this point. In a subsequent step (see step 3), there are choices for the techniques and tools to answer each question.

2 See ‘Adapting to COVID-19: Pivoting the UNFPA-UNICEF Global Programme to End Child Marriage to Respond to the Pandemic’, UNFPA-UNICEF Global Programme to End Child Marriage, 23 September 2020.

TABLE 1: Examples of key questions using a simple matrix

Issue	Key monitoring question
Vulnerability	Where are the communities in the country that are more vulnerable to child marriage due to COVID-19 and/or any other ongoing crisis?
Impact	What is the impact on the mental health of adolescent girls in the most vulnerable communities in the country?
Service	To what extent is access to services for vulnerable girls affected by the pandemic/epidemic/emergency?
	To what extent is the child protection system affected by the pandemic/epidemic/emergency?
Advocacy	What data is needed to mobilize resources and commitments to address the child marriage during the pandemic/epidemic/emergency?

03 | TECHNIQUES AND TOOLS TO COLLECT INFORMATION ON THE ‘MUST KNOWNS’

Once there is agreement on the essential and critical data to collect for programme implementation and context monitoring during the pandemic, the next step focuses on selecting data collection mechanisms.

During a pandemic, epidemic or other emergency, this technical note recommends:

- Limiting quantitative surveys (potentially a source of bias as access to remote data collection platforms is not homogeneous in all areas) in favour of more **qualitative** approaches (such as semi-structured phone surveys)

- Working with a **partner** experienced in remote data collection methods
- Using **sampling strategies** that target smaller number of individuals
- Using **third party** monitoring mechanisms

For detailed information on the technical aspect of specific tools in the context of child marriage and female genital mutilation, see *the technical note ‘COVID-19: Digital and Remote Approaches in Eliminating Female Genital Mutilation and Child Marriage’*.³

TABLE 2: Issues and potential data collection mechanisms

Issue	Potential data collection mechanism
Magnitude	Helplines; SMS or phone surveys; retrospective face-to-face interviews; third party monitoring; secondary data
Impact	Helplines; SMS or phone surveys; retrospective face-to-face interviews; third party monitoring; secondary data
Services	Third party monitoring; helplines; secondary data
Advocacy	SMS or phone surveys; secondary data

3 ‘COVID-19: Digital and Remote Approaches in Eliminating Female Genital Mutilation and Child Marriage’, UNICEF, 2020.

Generally, it is advisable not to improvise, but rather to work with partners with experience in using remote data collection methods.

When choosing one or a combination of these techniques and tools, keep in mind that data should be accompanied by some explanation of their possible biases so these can be considered and ameliorated if the data are used in subsequent decision making.⁴

04 | USING THE INFORMATION COLLECTED TO ADAPT THE PROGRAMME

Remote data collection during a pandemic should only be carried out if there is a clear plan of who will use the information and how. Typically, data collection can serve to improve the ongoing programme response to a crisis as it evolves, for narrowing down a programme strategy, for broad planning and costing, or for advocacy.

To finalize the monitoring and evaluation matrix during a pandemic, epidemic or other emergency, we need to fill in the second of the two columns in table 3, outlining how the information will be used.

TABLE 3: Illustrative example of a completed planning matrix

Issue	Key monitoring questions	How will the information be used?
Magnitude	Where are the communities in the country that are more vulnerable to child marriage due to COVID-19?	To re-direct Global Programme activities to the most vulnerable communities
Impact	What is the impact on the mental health of adolescent girls in the most vulnerable communities in the country?	To train implementing partners in specific techniques for remote support of vulnerable girls in the identified communities
Service	To what extent is the accessibility and quality of services affected by the service providers?	To provide additional technical assistance to struggling service providers
	To what extent is the child protection system affected by the pandemic/epidemic?	To advocate with the government for additional human resources for the child protection system
Advocacy	What data is needed to mobilize more resources to address child marriage during the pandemic/epidemic?	To advocate with key donors for additional resources to fund additional activities

This simple matrix can serve as the core of a monitoring and evaluation plan during a pandemic, epidemic or other emergency, including recovery planning, that

provides evidence to adapt and pivot the Global Programme activities.

⁴ For ethical considerations, see '[Ethical Considerations for Evidence Generation Involving Children on the COVID-19 Pandemic](#)', UNICEF, 2020, and '[Digital contact tracing and surveillance during COVID-19](#)', UNICEF, 2020.

ANNEX

ANNEX 1:

REMOTE WORKPLAN MONITORING REPORT

Reported by:	<i>[Name of person submitting report]</i>	Date of report:	
Signature(s):	<i>[Signature of the person(s) submitting the report]</i>	Name of implementing partner:	
Submitted to:	<i>[Key audience/readers or users of report (Representative, Operations Manager, the implementing partner, etc.)]</i>		

Objectives of remote monitoring	<i>[Write the objectives of the monitoring. Note if part of a joint programme.]</i>
Type of remote monitoring:	<i>[Note approach used: phone call, third party monitoring, retrospective interviews, qualitative survey by phone, document review, secondary data, or other.]</i>
Date(s) of monitoring	

Monitoring team	
Name	Title/Organization

Persons met (not on the team)	
Name	Title/Organization

Describe monitoring activities
<i>[Specify data collection methods used. Attach/file copy of remote interview questions prepared for remote interviews, if any.]</i>




Monitoring findings, recommendations follow-up action				
Findings <i>Summarize findings related issues identified during last monitoring, if any.</i>	Recommended actions	Responsible party for follow up	Deadline for follow up	Progress update Describe actions taken to implement recommendation
<p><i>[Example of areas to cover:</i></p> <ul style="list-style-type: none"> <i>-Assessment of the work plan target and indicators, and the likelihood that results will be achieved on time</i> <i>- Status of implementation of activities</i> <i>- Assessment of implementing partner's own monitoring of activities: Is the implementing partner appropriately monitoring and managing its own performance?</i> <i>- Assessment of the implementing partner's supporting documentation for expenditure, and check of audit trail from the implementing partner's records]</i> 				

[List attached documents, if any. More or fewer rows can be used when completing the table.]

ANNEX 2: TOOLS & TECHNIQUES

This is an annex to the technical note on ‘monitoring and evaluation of child marriage programmes during epidemics and pandemics’. It contains 13 techniques, related tools and examples that can be helpful in answering key monitoring questions during an epidemic or pandemic. These include techniques that collect a mix of quantitative and qualitative data (numbers and text).

When choosing one or a combination of these techniques and tools, keep in mind that data should be accompanied by some explanation of their possible biases so these can be taken into account if the data are used in decision making.

	 Mixed methods	 Qualitative methods	 Quantitative methods
Carry out surveys	Mixed remote phone surveys	Qualitative remote assessment	Quantitative remote survey
Ask the ‘experts’	Change-oriented e-Delphi	Trusted key informants	
Join forces	Piggyback approach		
Look at media	Interactive FM radio		Media content analysis
			Social media sentiment analysis
Others	Third-party monitoring		Bottom-up administrative data
	Repurpose existing channels		Virtual spot check

MIXED REMOTE PHONE SURVEYS



MIXED DATA

ADVANTAGES

- Allows for collecting quantitative as well as qualitative data
- Can be exceptionally reliable with large and proper sampling processes
- Joint surveys or research can serve to build long lasting partnerships.

DISADVANTAGES

- May introduce risks to the respondents
- Potential bias towards women and men that have access to a phone
- Potential bias towards women and men whose phone number are provided by authorities
- Depending on the desired accuracy, the survey sample can be large, and data collection lengthy and complex.

During an epidemic, pandemic or other emergency, in-person surveys are often not possible. Remote surveys by phone have the disadvantage that key actors – like vulnerable girls – do not often have access to phones.

Ethical guidelines must be followed. It is not advisable to collect data on topics that may introduce risk to the respondent, for example discussing experiences of violence when the respondent is at home and potentially with the perpetrator. Further, consideration must also be given to whether services are available for any possible disclosure of need for these services.

In interpreting the data, it is important to know about potential biases. For example, were respondents a random sample of people with a phone, or a selection of people whose phone numbers were provided by authorities because they were participating in a programme before the crisis?

However, mixed remote phone surveys remain a valuable option for data collection on child marriage related issues if accessibility, time, and funds allow for it. The strength of a mixed survey is that it can provide a more complete picture, since it can give us information about not only *what* is taking place, but also *why*.

EXAMPLES

- In *Ethiopia*, the Global Programme carried out qualitative structured phone interviews with girls, facilitators of girls' groups and leaders of women's development groups. This survey collected both quantitative as well as qualitative information. UNICEF obtained contact numbers by reaching out to woreda women, children and youth offices. The interviews were based on a discussion guide with three questions


for each group. The questions for adolescent girls, for example, were: a) During COVID-19, did you still receive information on child marriage? If yes, how? b) What do you feel is/was the best way to reach adolescent girls during COVID-19? c) With schools being closed, where did you go for support, information on child marriage, and for reporting arranged child marriage cases?

- ActionAid carried out a quantitative and qualitative phone survey to find out the impact of COVID-19 on young women living in urban informal settlements in *India, Ghana, South Africa and Kenya*. This included girls younger than 18 years. The survey collected data on economic security, unpaid care and domestic work, bodily integrity and public services. To do that, they interviewed around 1,200 young women and girls living in 22 urban informal settlements. A mixture of clustered and convenient sampling processes was used to determine the sample size and select the respondents. A digital format of the questionnaire was deployed for data entry on a smartphone or tablet using [KoBoToolbox](#).¹

TOOL

- **Interactive Voice Response (IVR)**: IVR surveys use basic mobile phone technology to connect with respondents. Any phone that can receive a phone call can be used by a respondent to participate in an IVR survey. Respondents provide their answers to the opt-in message and the survey questions by keying-in their answer choice on their phone's keypad. IVRs are useful for eliciting responses from illiterate populations because they do not require any reading by the respondent. There are [pros and cons](#) to IVRs, as well as lot of [examples](#) of how IVRs have been used so far.

1 'Impact of COVID-19 on Young Women: A Rapid Assessment of 14 Urban Areas in India, Kenya, Ghana, and South Africa', ActionAid, November 2020, <https://actionaid.org/sites/default/files/publications/YUW%20final%20report.pdf>.

CHANGE-ORIENTED E-DELPHI		 MIXED DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Can directly include vulnerable girls, community leaders and teachers • Credible data due to iterative rounds of consensus building • Can be useful to determine the specific context and causalities. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • While it can be used for quantitative data collection, its strength is in qualitative data. 	

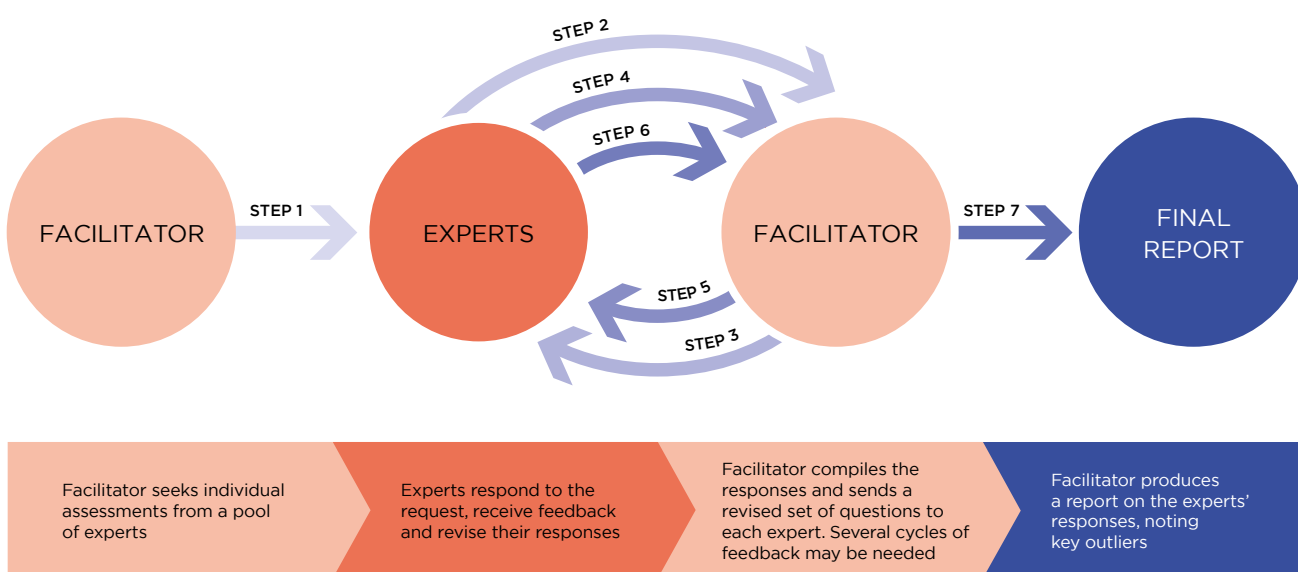
The Delphi method is a way to reach a consensus of experts. Experts – in the context of the Global Programme – means everyone that is knowledgeable about a situation. They can include girls in targeted communities, community leaders and administrators, teachers, school directors, etc., as well as academics or others with in-depth knowledge of the situation on the ground. The facilitator selects experts and organizes the process. She/he should be unbiased and familiar with research and data collection.

The Delphi method consists of several rounds of written questionnaires that allow experts and key stakeholders to give their opinions. After the experts answer each round of questionnaires, the facilitator collects all the answers

and hands out a summary report of the answers to each expert. Then, the experts review the summary report and either agree or disagree with the other experts’ answers. It is also known as the ‘estimate-talk-estimate technique’. Data collected can be qualitative or quantitative.

An extension of the traditional Delphi method, called the change-oriented Delphi, is suitable for complex and multidimensional problems, such as fluid and uncertain circumstances. E-Delphi works remotely with experts in different geographical locations. As such, it is particularly suited to situations where remote monitoring and evaluations are the only option, like during pandemics, epidemics or other emergencies.

FIGURE 1: Overview of the Delphi model



EXAMPLE

- In 2020-2021, the *Global Network on Mental Health and Child Marriage* used a change-oriented e-Delphi study to investigate mental health consequences of child marriage and potential solutions. The aim was to generate consensus and priorities for driving action and response. The study included a variety of stakeholders including global leaders and survivors. Round 1 was blended (in-person and online discussion groups via zoom) with a selection of invited experts to explore findings from literature reviews on this topic area. Round 2 was entirely remote (electronic survey) and was sent to a wider range of experts directly and through an open call via online advertising of the study. Round

3 was in-person with focus group discussions engaging child marriage survivors about priorities established by academic, policy and civil society actors, while round 4 – a second-round survey sent back to participants in round 2 – was entirely remote.²

TOOL

Small-scale Delphi studies with less than 50 experts can be carried out without a specific tool. The identification of experts, questionnaire design, data collection, analysis, and interpretation can be done using typical desktop software like Google Forms. Additional useful tools are electronic Delphi platforms like *Mesydel*, *Calibrum* and *eDelphi*.

‘PIGGYBACK’ APPROACH ↔ MIXED DATA	
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Typically low-cost and quick by using already existing surveys and research • Can be beneficial due to the use of tested and credible data collection methods • Joint surveys or research can serve to build long lasting partnerships. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • Potentially little control over the credibility and validity of data due to a reliance of methodologies developed externally.

The approach is about adding child marriage-related questions to other surveys or research. This includes mixed, quantitative and qualitative surveys and research. It can also imply detailed data analysis based on raw data from other surveys and analyse and report it with a focus on child marriage.

Service in late 2020. The survey shed light on the pressure for child marriage, as well as child exposure to violence, mental health issues and the intention to return to school. The representative survey used a sample size of over 5,500 children aged 0-17 and was based on the sampling framework of the Ghana Living Standard Survey.

EXAMPLE

- In *Ghana*, UNICEF carried out a longitudinal national phone survey on the impact of COVID-19 on children and women in partnership with the Ghana Statistical

- In *Ethiopia*, questions on child marriage and female genital mutilation were added to rapid virtual qualitative research from the Gender and Adolescence: Global Evidence (GAGE) longitudinal research

2 ‘Emerging findings: Delphi study on the mental health consequences of child marriage’, UCL Institute for Global Health, <https://www.mentalhealthchildmarriage.com/mental-health-and-child-marriage-br>

Additional resources: The Delphi technique: an untapped approach of participatory research, <https://www.tandfonline.com/doi/full/10.1080/13645579.2014.936737>. Domestic and Sexual Violence and Abuse; Findings from a Delphi Expert Consultation on Therapeutic and Treatment Interventions with Victims, Survivors and Abusers, Children, Adolescents, and Adults, Deakin University Australia, 2010, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/215789/dh_123975.pdf. Identifying Ethical Issues in Mental Health Research with Minors Adolescents: Results of a Delphi Study, 2016, in: International Journal of Environmental Research and Public Health, <https://www.mdpi.com/1660-4601/13/5/489/html>.


Delphi study to identify key features of community-based child and adolescent mental health services in the East of England, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6589022/>.

sample in Afar, Amhara and Oromia regions. GAGE is a nine-year mixed method longitudinal research and evaluation study. Findings were subsequently published in a [policy brief](#). 138 adolescent girls and boys aged 13–19 years were interviewed by phone using a semi-structured format. These were complemented by 31 key informant interviews with officials from the bureaus of health, education and women, children and youth affairs, emergency, and food security, and with kebele (neighbourhood) officials in each locality.

- In the mobile phone-based Knowledge, Attitude and Practice (KAP) surveys on COVID-19 in *Ethiopia, Madagascar, Rwanda, Uganda, Kenya and South Africa* in 2020, a question could have been added that refers to child marriage-related issues.

TOOLS

Appropriate tools are dependent upon the type of data collection.

<h2 style="margin: 0;">INTERACTIVE RADIO</h2>		 MIXED DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Able to reach audience that does not own smart phones • Smart way of connecting programmatic work with monitoring • Able to collect quantitative and qualitative data through follow-up surveys. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • Potential bias towards women and men that own a mobile phone and/or that feel strongly about a subject. 	

With its broad reach, radio remains a popular technology that people use to receive news and updates in a resource-constrained context. During an epidemic or pandemic like COVID-19, the Global Programme has made extensive use of it – especially for life skills delivery, education, and health information.³ However, radio can also be used as a two-way communication technique for monitoring and evaluation as well as a survey technique. Using tools like Frontline + Radio, for example, listeners can send free SMSs to the radio station, which can be aggregated and analysed. In addition, the phone numbers of participants can be collected and re-used to run simple, small surveys.

Radio programming can also be used for active engagement, involving, or supporting communities in creating their own shows. From a monitoring perspective, it can also incorporate feedback mechanisms.

EXAMPLE

- The Let’s Talk radio show in *Uganda* collected opinions of listeners on disability and COVID-19. Radio listeners participated by sending a free SMS through an access line to respond to the poll questions aired in different local languages. Online polling software collected, summed, categorized and visualized the responses. The show collected quantitative as well as qualitative data and from the phone numbers that engaged with the poll, the show subsequently carried out a random sample phone survey to better understand the experience of people with disabilities during the COVID-19.⁴

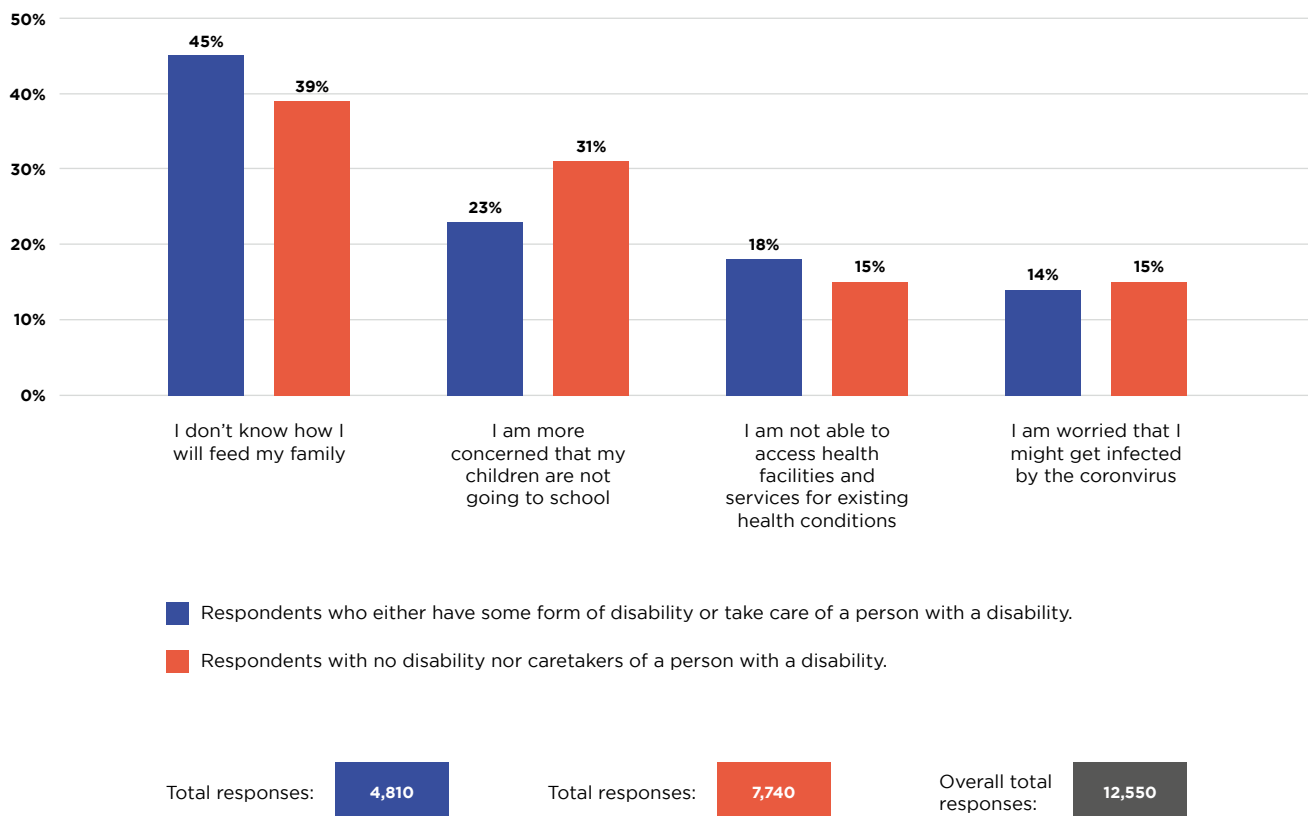
3 ‘Adapting to COVID-19: Pivoting the UNFPA-UNICEF Global Programme to End Child Marriage to Respond to the Pandemic’, UNFPA-UNICEF Global Programme to End Child Marriage, 23 September 2020, p. 11-13.

4 https://www.light-for-the-world.org/sites/lfdw_org/files/download_files/lets_talk_report.pdf

FIGURE 2: Results from one of the questions in the survey in Uganda.

The impact of COVID-19 on persons with disabilities in Uganda

What is your main concern during the coronavirus lockdown?




TOOL

- [Frontline + Radio](#) is a tailored version of the core technology of [FrontlineSMS](#). It enables radio stations to

use a laptop, mobile phone, or GSM modem to manage two-way SMS communication with their audience.

- Similar tools are [RapidSMS](#), [Telerivet](#), or [Jazler](#).

THIRD PARTY MONITORING		 MIXED DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Allows for data collection when access is severely limited, unsafe or unreliable, and/or when the Global Programme does not have sufficient staff for monitoring • Can add additional credibility if done by an independent third party. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • Limited control over outsourced data collection can lead to risks related to data quality, credibility, utility and possible conflicts of interest • Additional workload with training of third parties, and ensuring acceptance by communities and partners • Requires significant resources and time. 	

Third party monitoring (TPM) is the practice of contracting third parties to provide a range of monitoring services. These can include input, activity, output, outcome and impact monitoring, real-time monitoring, end-user and context monitoring, research and assessment. TPM includes collecting and verifying quantitative and/or qualitative monitoring data as well as analysis and triangulation.⁵

In addition to humanitarian and crisis-affected contexts, TPM is an option when access by UNFPA, UNICEF or its

partners is severely limited, unsafe or unreliable – as can be the case during pandemics and epidemics.

So far, the Global Programme has used a variety of contract modalities for TPM, including long-term agreements (LTAs), an institutional/corporate contract (I/CC), a programme document (PD) and a small-scale funding agreement (SSFA). It has contracted private companies, academic institutions, non-governmental organizations and government institutions.



EXAMPLE

- In *Pakistan*, UNICEF has been piloting TPM since 2016 that enables real-time field monitoring of humanitarian interventions in areas where access is challenging. Based on a smartphone app in which the partners fill out a simple form for feedback, including a free text field for ‘red alerts’ that require immediate action by UNICEF. The app includes photos and GPS coordinates and allows for ‘monitoring the monitors’. UNICEF checks summary reports daily to compare visits with approved monitoring plans, follows up on discrepancies and ensures accountability and oversight.⁶
- In *Lebanon*, UNICEF commissioned focus group discussions through TPM by a private company. It allowed more flexibility in collecting data after regular office working hours in the dark, which UNICEF staff

are not allowed to do, as well as access to red/green zones. Findings were used to understand why children were out of school and to design back to school campaigns, as well as to plan a campaign to end violence against children.

- In *Somalia*, UNICEF outsourced the harmonized approach to cash transfers (HACT) assurance to a private, local company with access to a specific geographic area. The TPM covered inputs, activities, outputs and real-time monitoring in child protection, nutrition, health, and water, sanitation and hygiene (WASH) sectors. The reason for using TPM was unsafe and/or unreliable access for UNICEF staff. UNICEF set the framework for TPM, while the company developed the methods. UNICEF also provided checklists, questionnaires, mobile phones for data recording and the Open Data Kit ODK/ONA platform.⁷

5 The definition used here reflects a broader view of TPM than captured in UNICEF’s Programme Monitoring Framework (2019) in which TPM is defined as “A set of business arrangements to outsource field monitoring to an independent provider” (p. 7).

6 ‘Evaluation of the Coverage and Quality of the UNICEF Response in Complex Humanitarian Emergencies’, UNICEF, 2019, p. 100.

7 For a mapping of UNICEF’s experience so far with TPM and how UNFPA and UNICEF can best capitalize on learning related to TPM, see ‘UNICEF: Third Party Monitoring (WCAR & ESAR, and MENA)’, Integrated Risk Management Associates LLC, 2020, pp. 76-82.

<h1 style="margin: 0;">REPURPOSE EXISTING CHANNELS</h1>		MIXED DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> Strengthens existing communication channels, often by the government Able to collect meaningful quantitative information Can be followed up by qualitative studies based on data collected. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> Requires reliance on external sources, often from the government. 	

In some cases, existing communication channels can be used or adapted to collect meaningful information for our key monitoring questions. These include existing communication channels used by the Global Programme, other units in UNFPA or UNICEF, the government or implementing partners. For example, if a non-governmental organization partner is already sending project beneficiaries regular SMS messages about education, these can be re-purposed for remote data collection during an epidemic or pandemic.

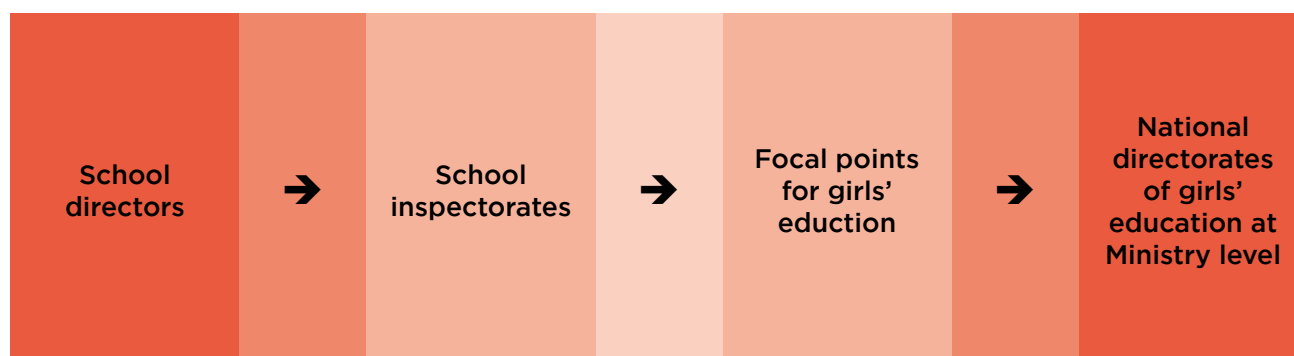
EXAMPLE

- In *Niger*, focal points for girls' education in school and inspectorates collected statistics from school directors on how many girls in primary and secondary education did not go back to school after their re-opening in June 2020. Focal points for girls' education in turn shared

this data with the national directorates at the Federal Ministry of Education that compiled and aggregated the data. This may have the potential to serve as a proxy for child marriage, although other reasons are possible as well. Inspectorate focal points work closely with child protection committees, which are in turn supported by the Global Programme. The same data could have been collected in October 2020 to see how many students dropped out in the new school year.

The data shows that compared to March 2020 (before schools closed), 71,100 (7%) girls did not return to primary school. At the secondary level, 10,000 (4%) girls did not return to school. UNICEF is now carrying out a qualitative study to understand what happened to the girls who did not return to school and to find determinants of school dropout.

FIGURE 3: Process for monitoring in the Niger example



<h2 style="margin: 0;">QUALITATIVE REMOTE ASSESSMENT</h2>		QUALITATIVE DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> Can lead to an understanding on the impact of a pandemic or epidemic on vulnerable girls and communities Can lead to an understanding what causes a negative impact. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> Given its qualitative nature, it does not lead to metrics that can be used by our teams e.g., for indicators. 	

Qualitative remote assessments⁸ are like mixed remote surveys but do not aim at collecting numeric information. Instead, they use individual remote interviews, small remote group interviews, photo essays, audio, video or written diaries. Even done remotely without face-to-face interactions, qualitative remote assessments can generate rich data that explains a particular situation during an epidemic or pandemic. During the COVID-19 pandemic, rapid assessments were a standard tool for the Global Programme to quickly collect data.

EXAMPLE

- The Global Programme in *Bangladesh* was partnering with the Population Council to conduct a rapid assessment of adolescent girls during COVID-19. The

rapid assessment used remote data collection and mobile phone-based interviews. One of the objectives of the assessment was to assess the extent and impact of social distancing on lives and livelihoods, and to understand participants’ COVID-19-related knowledge, attitudes and practices of adolescent girls and track changes over time.

TOOL

- GAGE virtual research toolkit: Qualitative research with young people on their COVID-19 experiences, Gender and Adolescence: Global Evidence, 2020, <https://www.gage.odi.org/wp-content/uploads/2020/06/GAGE-virtual-research-toolkit-qualitative-research-with-young-people-on-their-covid-19-experiences.pdf>

<h2 style="margin: 0;">TRUSTED KEY INFORMANTS</h2>		QUALITATIVE DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> Can lead to an understanding on the impact of a pandemic or epidemic on vulnerable girls and communities Can lead to an understanding what causes a negative impact Can result in empowerment for key informants by trusting them to collect vital information that will be acted upon. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> Given its qualitative nature, it does not lead to metrics that can be used e.g., for indicators Relies on the quality and insights of responses by trusted key informants. 	

Trusted key informants are people chosen for their first-hand knowledge about the child marriage situation and the context in case of an epidemic, pandemic or other emergency. These can be field based staff of the programme or partner organizations, teachers or

principles, community workers, extension staff, etc. Trusted key informants in the field must have access to at least a phone, SMS, or mobile internet. If necessary, they can be trained remotely in qualitative data collection techniques to ensure more structured and coherent monitoring data.

8 Similar to Rapid Assessments or Rapid Appraisal that were adopted for remote monitoring.

Most digital data collection apps can be used offline to collect data. This enables enumerators to collect information on their device while offline and send it later when the device has connectivity. Consider incorporating geolocated data to allow data quality checks.

EXAMPLES


- In *Niger*, adolescent girls performed door-to-door and family visits to sensitize girls and their parents on preventing the spread of COVID-19 and the right to education. This approach was an adaptation by the Global Programme because of the COVID-19 pandemic. Without this, public school students were at risk of not returning to school. The adolescent girls were members of village child protection committees. They were trained in communication techniques and were supported by a community facilitator. Initial data showed that at primary school level, seven per cent of girls did not return, and four per cent at secondary level. UNICEF reports that this experimental approach is

promising. It has the added advantage of strengthening leadership of correspondents and creating synergy among school going adolescent girls.

- ActionAid’s Ending Child Marriage programme used its network of 52 district coordinators in four other states across *India*. The coordinators worked closely with local authorities to create task forces to prevent child marriages. They also provided training for community members, including traditional leaders, and raised awareness about child marriage among girls and their families. Using the network, the programme learned that 205 child marriages were reported during the lockdown in West Bengal, of which 195 could have been prevented.⁹

TOOLS

- There is a wide range of data collection software that allows to capture data offline, for example, [KoboToolbox](#), [Magpi](#), [Teamscope](#), [Open Data Kit](#), [CommCare](#).

QUANTITATIVE REMOTE SURVEYS		 QUANTITATIVE DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • If carried out properly, metrics are credible and reliable • Data collected can be used as metrics e.g., for indicators • They are highly adaptable tools that can range from rapid and simple mini surveys to large-scale representative surveys. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • May introduce risks to the respondents • Potential bias towards women and men that have access to a phone • Potential bias towards women and men whose phone numbers are provided by authorities • Depending on the desired accuracy, the survey sample can be large, and data collection lengthy and complex. 	

The strength of quantitative remote surveys is that they can provide credible evidence of how the child marriage situation is changing during an epidemic or pandemic. However, girls most at risk often do not have access to mobile phones or the internet. These surveys can be simple and quick with only a few questions. They can also be repeated with high frequency, for example, in the form of [pulse surveys](#).

Despite limited direct access to vulnerable girls or households, there are three ways to still make good use of quantitative remote surveys:

- Use proxies to respond to surveys: community leaders, teachers, etc.

- Carry out surveys of service providers instead
- Use established survey channels, like [U-Report](#), to carry out surveys.

Surveys can be carried out in three ways:

- Organizing and carrying out surveys yourself using SMS, computer assisted telephone interviews (CATI) or interactive voice response (IVR)
- Outsource them to local private-sector companies or call centres
- Outsource them to global or regional data collection and analysis firms like [GeoPoll](#).

9 <https://actionaid.org/stories/2020/covid-19-lockdown-and-school-closures-force-girls-early-marriage>

EXAMPLES

- In June 2020, UNICEF in *Ghana* carried out a survey on the impact of COVID-19 on service delivery. The survey collected data on changes in caseloads for sexual and gender-based violence, pregnancy, physical and emotional abuse and child maintenance. The survey also captured changes in coverage of services, resources and access. For that purpose, it collected data from over 200 organisational units across Ghana. This included data services for social welfare and community development, education and health and health insurance in municipalities and districts.
- In *Mozambique*, UNICEF carried out U-Reports with over 40,000 respondents on returning to school, gender-based violence and violence against children. U-Reports are a social platform created by UNICEF, available via SMS, Facebook, and Twitter. These surveys included questions on early pregnancy, child marriage, and plans to return to school.
- In 2020, UNICEF carried out time-series Knowledge, Attitude and Practice (KAP) surveys using mobile phones in *Ethiopia, Madagascar, Rwanda, Uganda, Kenya* and *South Africa*. These surveys assessed the level of risk perception, knowledge, attitudes and self-reported practices associated to COVID-19 prevention.

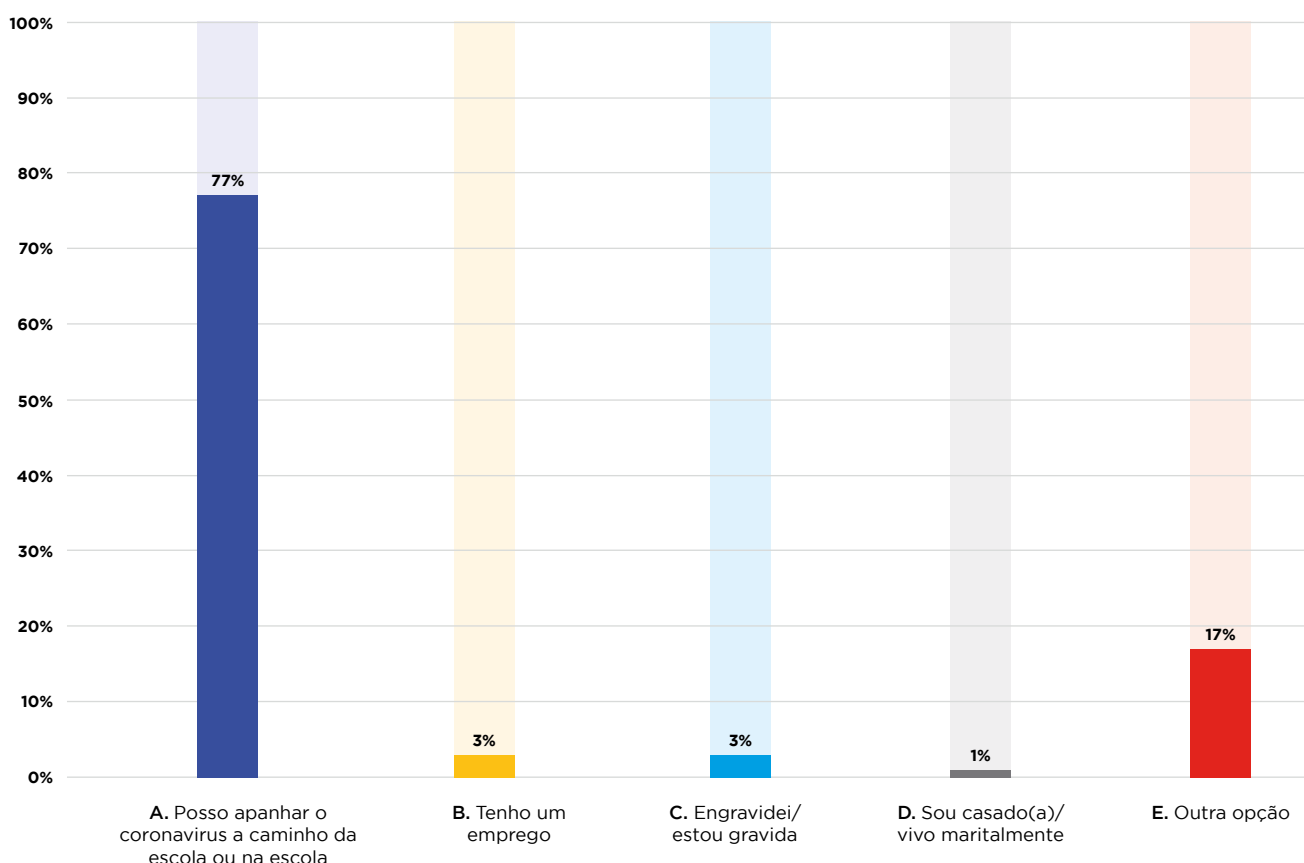
They typically used simple randomized sampling for all available mobile numbers in the country.

- In December 2021, GeoPoll carried out a [remote survey](#) during the humanitarian crisis in the northern Ethiopian region of Tigray. It reached nearly 500 respondents through computer assisted telephone interviewing (CATI), using trained interviewers in local languages and using closed and open-ended questions.

TOOLS

- There is a wide range of quantitative survey tools available for SMS, IVR or CATI. Polling and surveys, such as RapidPro, U-Report, GeoPoll, IPSOS ODK/Ona/Kobo and Viamo, can be used to quickly assess important elements such as knowledge, attitudes, perceptions, perceived expectations, intention and behaviours of communities regarding harmful practices. *For a detailed overview of these tools see [COVID-19: Digital and Remote Approaches in eliminating Female Genital Mutilation and Child Marriage](#).*
- [GeoPoll](#) is a mobile-based platform that can administer remote, mobile-based surveys all over the world, using SMS and voice calls to target specific populations, it is being used to conduct surveys to gather insights into communities' knowledge, perceptions, beliefs, expectations, and behaviours around harmful practices.

FIGURE 4: Q3.2.: Porque razão não voltarias para à escola?



MEDIA CONTENT ANALYSIS

QUANTITATIVE DATA

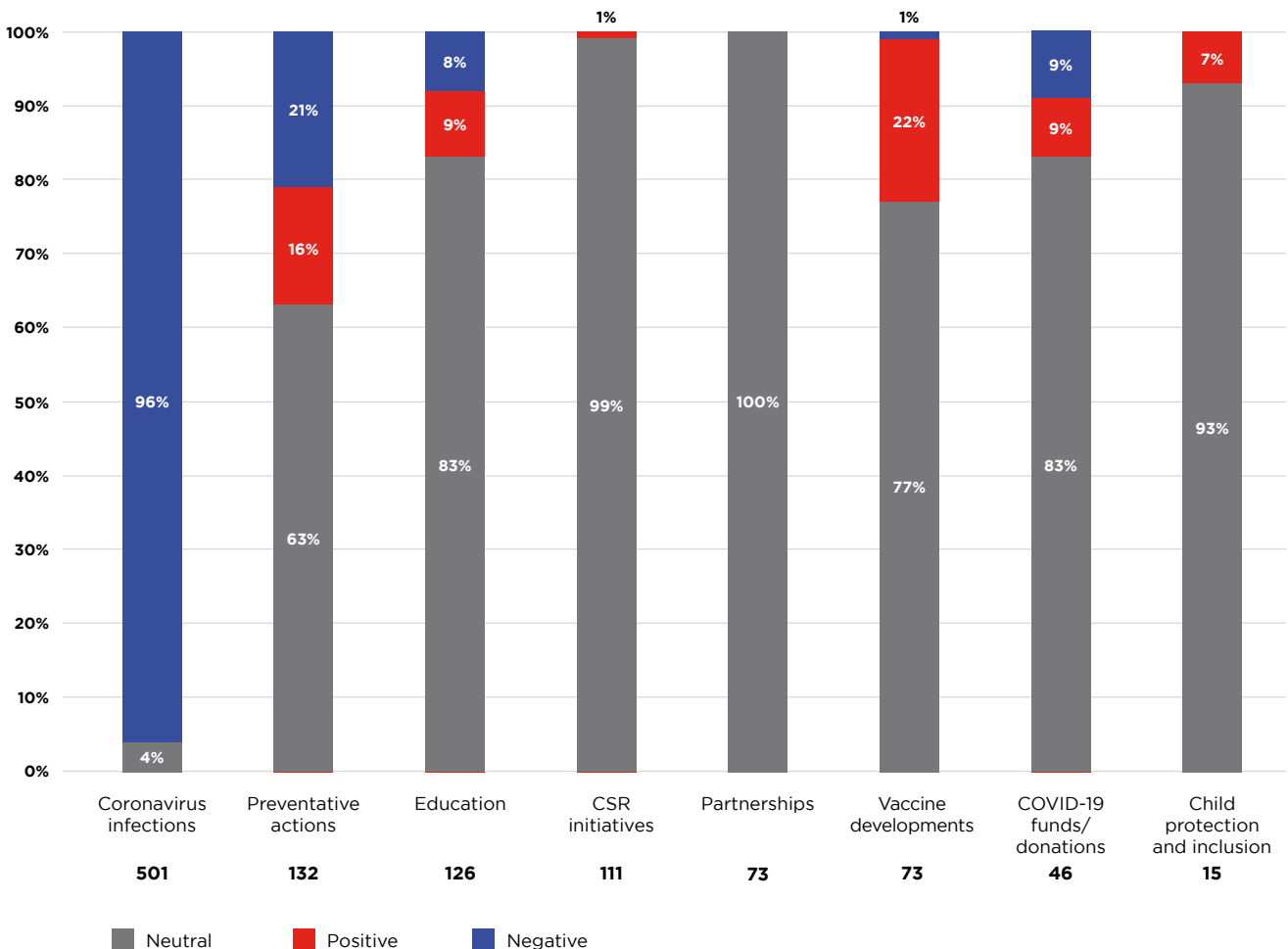
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Media content is often publicly available online and easily accessible. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • Assumes that media reflect the perceptions and attitude of the public • Typically needs to be outsourced.
--	--

Media content analysis assumes that the media plays a significant role in spreading messages about various aspects of life to the public. It also assumes that media reflect changes in the perception and attitude of the people consuming the media. It is a form of content analysis, the study of documents and communication artifacts, which includes texts of various formats, pictures, audio or video that are typically used to examine patterns in communication in a replicable and systematic manner. Computers and machine learning are increasingly used to automate the coding and analysis.

EXAMPLE

- UNICEF *Kenya* recruited an external company to monitor its reach and interactions related to COVID-19. This included a content analysis for print media. It also included multimedia monitoring, monitoring websites and blogs, IVRs and bulk SMS on mobile operators’ platforms. The media monitoring analysis helped to measure the effectiveness of COVID-19 message dissemination, channels and reach. It pointed to existing information gaps and misinformation, and generated ideas for content and tracked media reporting patterns on COVID-19.


FIGURE 5: Communication surrounding COVID-19 infection and death rates based on the Kenya example



- An [analysis](#) of social and economic issues in *Indonesia* during the COVID-19 pandemic obtained primary data from over six million online news articles from February to April 2020.
- A [baseline report](#) on the role of media in child protection in *Uganda* was provided as the result of media content analysis done in 2013.

TOOL

- In most cases media content analysis should be outsourced to local media and communication firms with experience in market research and media consumption surveys.

SOCIAL MEDIA SENTIMENT ANALYSIS		 QUANTITATIVE DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Can quantify changes in perceptions. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • Requires outside expertise due to its technical nature • Have not been tried out in relation to ending child marriage. 	

Social media sentiment analysis can measure changes in perceptions. Often used in marketing, it can be adjusted for perceptions on social issues, including before, during and after a crisis. It searches social networks for relevant content and collects publicly available conversations in a database for analysis. Researchers conduct social media analysis primarily by formulating combinations of keywords that can be placed in relation and weighted for importance.

EXAMPLE

- In a recent [study](#)¹⁰, UNICEF analysed testimonials and conversations on social media to measure increases in abusive or hateful content and cyberbullying. The collective experience of the COVID-19 pandemic and

related containment measures offered insights into the wide-ranging risks that children are exposed to in times of crisis.

- In 2013 UNICEF analysed online anti-vaccination sentiment in social media networks by examining conversations across social media in Eastern Europe. The [study](#) proposed a research model that detects and clusters commonly used keywords and intensity of user interaction.

TOOL

- Given the need of specialized expertise and tools, social media sentiment analyses should be outsourced to academic or private organisations.

¹⁰ 'Using social media data for assessing children's exposure to violence during the COVID-19 pandemic', UNICEF and Stevens Institute of Technology, 2021, <https://www.sciencedirect.com/science/article/pii/S0145213420304026>.

BOTTOM-UP ADMINISTRATIVE DATA



QUANTITATIVE DATA

ADVANTAGES

- May be sustainable by integrating it into government system at a later stage.

DISADVANTAGES

- Risks creating a parallel temporary data collection system.

Data gathered by authorities and service providers from diverse sectors, such as the police, prosecutors and courts, health, education and social welfare systems is useful for generating insights into both the utilization and demand for services to prevent and respond to violence and child marriage.

Typically, administrative data collection is disrupted during pandemics and epidemics. In this case, the Global Programme can use its existing networks to set up more resilient data collection that may eventually be integrated into government systems at a later point. This includes digital surveillance tools that do not measure prevalence, but provide information on profiles of adolescent girls, risk assessment and referral pathways. Examples are the Gender-Based Violence Information Management System, Primero, RapidPro, mHealth and mHero.

EXAMPLES

- In *Ethiopia*, the Global Programme is building a grass-roots administrative data collection system on harmful practices. With future buy-in from the government, it

is hoped that this new system will be institutionalized, including data that is relevant for the government itself. With no government structure at the community level, data collection on child marriage currently depends on volunteers. UNICEF has provided partners with tools, operational guidelines, and training to improve systematic data collection on harmful practices. This includes definitions, indicators, role division, data compilation, cleaning, triangulation and reporting on data collection.

- In *Ethiopia*, the Global Programme could continue gathering data on child marriage cases and cancellations through existing structures. This was initially done in 2020 through established community level structures: women’s development groups and community surveillance mechanisms closely monitored and reported on the situation. As a result of early warning signals, strong follow-up and surveillance by partners in collaboration with community structures, the number of child marriage arrangements were lower compared with the same time in 2019, although with a greater number of cancellations. The administrative data was compiled and analysed using a simple spreadsheet.

<h1 style="margin: 0;">VIRTUAL SPOT CHECK</h1>		 QUANTITATIVE DATA
<p>ADVANTAGES</p> <ul style="list-style-type: none"> • Are useful to verify and validate data. 	<p>DISADVANTAGES</p> <ul style="list-style-type: none"> • Cannot be used to collect data itself. 	

To spot check implies to sample or investigate quickly or at random. Typically used to assess the accuracy of financial records, a spot check has a wider use in establishing how robust previously collected data is. Virtual spot checks cannot substitute data collection, they can serve as a tool to check the validity of collected data. For example, virtual spot checks can be used to verify data submitted for standard indicators of the Global Programme and they can be carried out for any implementing partner that the Global Programme is working with.

Such spot checks could verify, for example:

- If there are any adjustments to the work plan and/or outputs (positive or negative)
- If programme data collection tools (registers) are being used effectively
- If technical guidance on programming during the

- epidemic/pandemic was shared and being used
- If the programme still follows the leave no one behind ethos and those most vulnerable are identified and provided with services.

EXAMPLE

- In 2020, the Global Programme carried out virtual spot checks with implementing partners on measuring and reporting standard indicators to ensure compliance. Spot checks were carried out in three steps: First, country offices within the programme randomly selected no more than three implementing partners. Second, they selected one indicator for which the implementing partner provided results. And finally, for each implementing partner selected, the country offices visually verified that documentation exists to support the results reported.

