# Study Design for BKMI

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**Challenges of Knowledge Management (KM)**



**How to evaluate impact?**

- **A new field propelled by an information super highway**

- **Not amenable to standard methods of evaluation**

- **Lack of theoretical frameworks to guide KM evaluation studies**

# What are KM OUTCOMES?

## Initial Outcomes

- Improving policy
- Improving programs
- Improving training
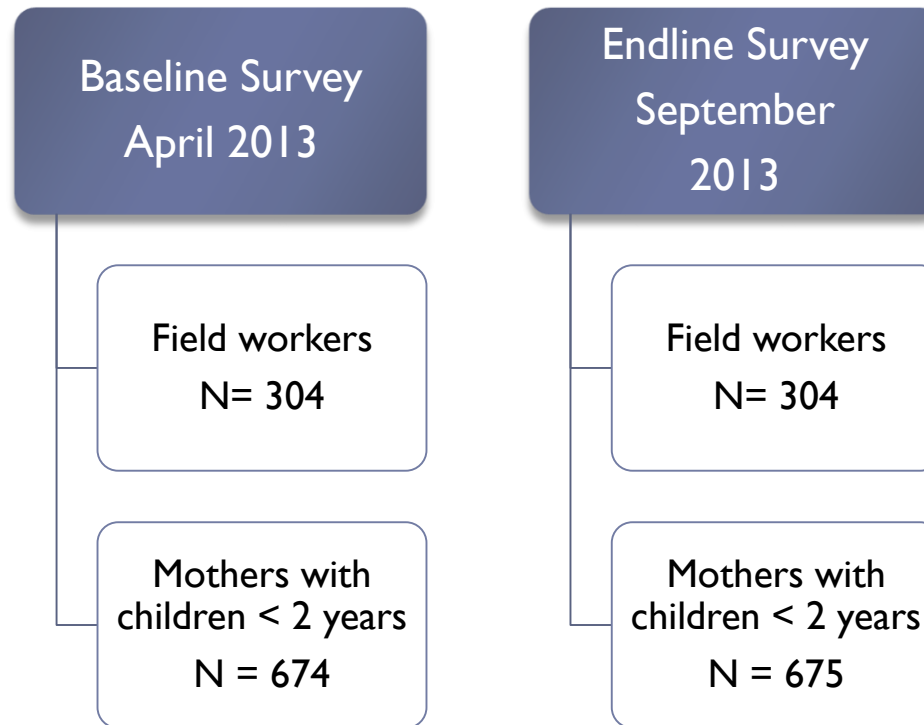- Strengthening research

## Intermediate Outcomes

- Strengthening systems
- Access
- Coverage
- Quality
- Behavior of health providers changed

## Long term Outcomes

- Improving health outcomes
- Health practices improved

# Case Study for Research Design

▸ Bangladesh Knowledge Management Initiative (BKMI)

▸ eHealth pilot in 2 divisions (Sylhet and Chittagong) with eToolkit and eLearning videos for field workers to use on netbook computers when counseling mothers.

Baseline Survey
April 2013

Endline Survey
September
2013

Field workers
N= 304

Field workers
N= 304

Mothers with
children < 2 years
N = 674

Mothers with
children < 2 years
N = 675

# Quasi-experimental Pre-Post Design

Tier 1

Field workers

O                           X                           O

April 2013                                          Sept 2013

Tier 2

Mothers with < 2 yrs child

O                           X                           O

April 2013                                          Sept 2013

# Sampling

▸ Field workers = purposive sample (panel)

▸ Mothers (children < 2 years old) = cross-sectional random probability sample

# How did the eHealth Pilot contribute towards improving KM evaluation?

Two tier study design

Probability sampling at the community level

Measured actionable information and one behaviour at the community level

# Research Implementation Challenges

▸ Problem #1: Research agency did not want to do a systematic random sample

▸ Problem #2: More rigor=more work= resistance

▸ Problem #3: Monitoring data collection remotely

# Lessons Learned

‣ Study design is the most important component for:

  ‣ Outcomes

  ‣ Strength of generalizability

  ‣ Reliability and validity of data

  ‣ The conclusions you can make

  ‣ and how you can apply the results to future programs….

# BKMI-II Research Design

Cluster Randomized Control Trial with 3 arms:
Randomization of districts into either Arm1, Arm 2 or Arm 3
Arm 1: eToolkit + IPCC training (2 districts)
Arm 2: eToolkit (2 districts)
Arm 3: Control (2 districts)

**Baseline Survey**
January 2015

**Endline Survey**
January 2016

All HAs (field workers) in 6 study districts

All HAs (field workers) in the 6 study districts

Mothers with children < 2 years
N = 800 per district

Mothers with children < 2 years
N = 800 per district