

**China Inter-Ministerial Leading Group Office on Health System Reform
World Bank
East Asia and Pacific Region and the Human Development Network
With generous support from the Spanish Impact Evaluation Fund (SIEF)**

**IMPACT EVALUATION WORKSHOP
Evaluating the Impact of Development Programs:
Turning Promises into Evidence**

**Beijing, China
July 20 - 24, 2009**

The objective give of this course is to give participants an overview of impact evaluation. This includes cutting edge techniques of impact evaluation, an understanding of its importance for policymaking and program design, a clear understanding of how to construct a results chain, and practical skills in the application of impact evaluation techniques to their own projects.

The workshop is a highly interactive mix of small and large group sessions involving the “hands on” application of what is learned throughout the week. The first day is a plenary discussion for all participants. On days 2 and 3, participants choose between parallel tracks -- one targeted to policy makers, one targeted to researchers -- which cover the same topics, but with different degrees of econometrics. Both tracks are designed to ensure consistency and the diffusion of key messages to both groups. From the very first day of the workshop until the last one, participants (policymakers, technical staff and World Bank task team leaders) will work together as project teams with expert moderators on the “hands-on” design of a high quality impact evaluations and implementation plans for their projects. On the final day of the workshop, the teams present their proposed evaluation plans to the whole group and receive guidance from each other and the course moderators.

Workshop Structure:

The workshop is organized into plenary, parallel and small group sessions. The plenary sessions are for all participants, while the parallel sessions are divided between “Policymaker” and “Technical Track” tracks.

- **Policymaker Sessions** are designed for professionals working in an operational capacity and responsible for oversight, implementation and logistics of impact evaluations. These sessions provide the theoretical foundation for identifying causality and the different evaluation methodologies. The policy sessions also cover practical techniques for building high quality impact evaluations into new programs, including sampling designs, roll-out strategies and other operational tools.

- **Technical Track Sessions** are geared towards professionals that want to deepen their knowledge of econometric estimation methodologies as applied to impact evaluations. These sessions cover the theoretical foundation for identifying causality and the different evaluation methodologies used to conduct impact evaluations, using econometric and statistical notation as well as case studies that illustrate the clear link between theory and practice.

- **Small Group Sessions** reinforce the material covered in the plenary and parallel tracks and foster participation and interaction among participants. Expert moderators will work with each group to guide the conversation and provide technical support. On days 1, 2 and 4, groups focus on the development of a rigorous impact evaluation design for their own projects. On day 3, groups will work on a case study. On day 5, working groups present the impact evaluation design for their own projects to the larger group for feedback.

1. Evaluation for Policymakers: managing studies and using results for more effective programs

1. Why evaluate and the causality problem
2. Using evaluation results for decision making
3. Linking monitoring systems/data and impact evaluation
4. Mainstreaming impact evaluation and evidence-based policy into government systems
5. Impact evaluation methodologies
6. Designing and planning an evaluation
7. Managing an evaluation
8. Dealing with operational constraints
9. Case studies from practitioners and policy makers

2. Evaluation for Technicians: theory and methods

1. Causal Inference
2. Experimental designs: Randomization
3. Quasi-experimental designs: Difference in Difference
4. Instrumental variables
5. Regression discontinuity
6. Matching
7. Case studies from practitioners and policy makers

Monday, July 20, 2009

8:30 - 9:00 AM	Registration
9:00 - 9:30 AM <i>(Plenary Session)</i>	Welcome and Introductory Remarks Chairlady: Laura Rawlings, World Bank Mr. Hu Zucui, DG of Social Development Department, NDRC Ariel Fiszbein, World Bank Emmanuel Y. Jimenez, World Bank
9:30 - 11:00 AM <i>(Plenary Session)</i>	Evaluating Impact: From Promise to Evidence Paul J. Gertler, University of California - Berkeley <ul style="list-style-type: none"> • Why evaluate? • The policy impact of rigorous evaluation • Types of evaluations • Counterfactuals • Introduction to quantitative methods for evaluating development programs
11:00 – 11:30 AM	Coffee Break
11:30 - 12:30 PM <i>(Plenary Session)</i>	Integrating Impact Evaluation into Decision Making: The Mexico Experience Gloria Rubio, Former DG Monitoring and Evaluation, Ministry of Social Development, Mexico
12:30 - 2:00 PM	Lunch
2:00 - 2:30 PM <i>(Plenary Session)</i>	Plenary Exercise: Where in the World? Adam Ross, World Bank
2:30 - 3:30 PM <i>(Plenary Session)</i>	Monitoring and Evaluation: the Foundation for Results Laura Rawlings, World Bank <ul style="list-style-type: none"> • Global Focus on Results • Monitoring vs. Evaluation • Using a RESULTS Chain • Results in Projects • Moving Forward
3:30 – 4:00 PM	Coffee Break
4:00 – 6:00 PM <i>(Group Session)</i>	Group Work I: Establishing a Results Chain Moderators: Impact Evaluation Specialists Participants will be assigned to sectoral groups. Each group will select one project on which it will work for the remainder of the week. In this session, the group will establish a results chain for the chosen project. At the end of the session, each group will submit their results chain in electronic format to their moderator, using a Powerpoint template.

Tuesday, July 21, 2009

8:30 - 10:00 AM <i>(Plenary Session)</i>	Measurement and Performance Indicators for Health System Reform Panelists: Juan Pablo Uribe, World Bank Winnie Yip, University of Oxford	
10:00 – 10:30 AM	Coffee Break	
10:30 - 12:30 PM <i>(Parallel Session)</i>	POLICY MAKER SESSION Sebastian Martinez, World Bank Measuring Impact I <ul style="list-style-type: none"> • Impact Evaluation • Causality • Efficacy vs. Scalability 	TECHNICAL SPECIALIST SESSION Christel Vermeersch, World Bank Nancy Qian, Yale University Measuring Impact I: <ul style="list-style-type: none"> • Causal Inference • Experimental Design • Difference in Difference
12:30 - 2:00 PM	Lunch	
2:00 - 2:30 PM <i>(Plenary Session)</i>	Plenary Exercise: Where in the World (Results from Exercise) Adam Ross, World Bank	
2:30 - 3:30 PM <i>(Plenary Session)</i>	Evaluating Innovative Strategies to Build Human Capital Meta Study on Conditional Cash Transfers Ariel Fiszbein, World Bank	
3:30 - 4:00 PM	Coffee Break	
4:00 - 6:00 PM <i>(Group Session)</i>	Group Work II: Research Questions, Indicators and Data Moderators: Impact Evaluation Specialists Each project group will continue to work on their impact evaluation designs. The group will determine the research questions to be answered by the impact evaluation as well as the corresponding indicators and data sources. The results will be recorded in the project's Powerpoint template.	

Wednesday, July 22, 2009

<p>8:30 - 12:30 PM <i>(Parallel Session)</i></p> <p>(Coffee Break: 10:30 – 11:00)</p>	<p>POLICY MAKER SESSION</p> <p>Sebastian Martinez, World Bank</p> <p>Measuring Impact II</p> <ul style="list-style-type: none"> • Designing an evaluation in an operational context • IE Methods 	<p>TECHNICAL SPECIALIST SESSION</p> <p>Christel Vermeersch, World Bank Nancy Qian, Yale University</p> <p>Measuring Impact II:</p> <ul style="list-style-type: none"> • Instrumental Variables • Regression Discontinuity • Matching
<p>12:30 - 2:00 PM</p>	<p>Lunch</p>	
<p>2:00 – 3:00 PM</p>	<p>POLICY MAKER SESSION</p> <p>Christel Vermeersch, World Bank</p> <p>Case Study</p>	<p>TECHNICAL SPECIALIST SESSION</p> <p>Jed Friedman, World Bank</p> <p>Measuring Impact III:</p> <ul style="list-style-type: none"> • Planning Sample Size for Impact Evaluations
<p>3:00 – 4:30 PM</p>	<p>Impact Evaluations in Health Sector Reform</p> <p>Adam Wagstaff, World Bank Winnie Yip, University of Oxford</p> <p>Impact Evaluation Case Studies</p>	
<p>4:30 – 5:00 PM</p>	<p>Coffee Break</p>	
<p>5:00 - 6:00 PM <i>(Group Session)</i></p>	<p>Group Work III: Telephone Campaigns to Encourage Child Vaccination (courtesy of MIT-JPAL)</p> <p>Christel Vermeersch, World Bank Moderators: Impact Evaluation Specialists</p> <p>The theoretical concepts discussed in Day 2 and Day 3 in the policy and technical sessions will be reinforced through group work on a case study. The case study will focus on the various identification strategies and methodologies for constructing a counterfactual.</p>	
<p>7:30 – 9:30 PM</p>	<p>*****OPTIONAL*****</p> <p>STATA Training for Impact Evaluation</p> <p>Jed Friedman, World Bank Sebastian Martinez, World Bank</p>	

Thursday, July 23, 2009

9:00 - 10:00 AM <i>(Plenary Session)</i>	Telephone Campaigns to Encourage Child Vaccination: Plenary discussion of Group Work III Christel Vermeersch, World Bank
10:00 - 10:30 AM	Coffee Break
10:30 - 11:30 AM <i>(Plenary Session)</i>	Operational Issues: How to Incorporate Impact Evaluation into Projects Laura Rawlings, World Bank
11:30 - 12:30 PM <i>(Group Session)</i>	Evaluation Clinic – Introduction and Group Work IV Moderators: Impact Evaluation Specialists Project teams will work in small groups, along with moderators, to design an impact evaluation strategy for their chosen project, They will also think through the sampling, rollout and other design issues. The proposed design will be recorded in the project's Powerpoint template.
12:30 - 2:00 PM	Lunch
2:00 - 6:00 PM <i>(Group Session)</i> (Coffee Break: 3:30 – 3:45)	Evaluation Clinic – Group Work IV (Continued) Moderators: Impact Evaluation Specialists Project teams will work in small groups, along with moderators, to design an impact evaluation strategy for their chosen project, They will also think through the sampling, rollout and other design issues. The proposed design will be recorded in the project's Powerpoint template.
Evening	Group Dinner

Friday, July 24, 2009

9:00 - 12:00 PM <i>(Plenary Session)</i> (Coffee Break: 10:30 – 10:45)	Project Evaluation Proposals: Group Presentations Moderators: Impact Evaluation Specialists Project teams will present their results to the plenary group using their Powerpoint template. Practical feedback on the designs, and implementation and monitoring arrangements will be given by the moderators and the other teams. Moderators will verify that the proposed impact evaluation design is robust and that a well specified process exists for mainstreaming the impact evaluation into project implementation. Each team will leave with a fully developed evaluation design and implementation plan.
12:00 – 12:30 PM	Certificates and Closing
12:30 - 2:00 PM	Lunch

Workshop Core Faculty and Moderators:

Paloma Acevedo, Monitoring & Evaluation Specialist, World Bank
Carlos Asenjo, Senior Economist, World Bank
Ariel Fiszbein, Chief Economist, Human Development Network, World Bank
Jed Friedman, Senior Economist, World Bank
Paul J. Gertler, Professor, University of California – Berkeley
Emmanuel Y. Jimenez, Sector Director, World Bank
Jack Langenbrunner, Lead Economist, World Bank
Sebastian Martinez, Economist, World Bank
Patrick Premand, Economist, World Bank
Nancy Qian, Assistant Professor, Dept of Economics, Yale University
Laura Rawlings, SIEF Program Manager & Lead Social Protection Specialist, World Bank
Adam Ross, Economist, World Bank
Gloria Rubio, Former General Director for Program Monitoring and Evaluation, Ministry of Social Development, Mexico
Juan Pablo Uribe, Sector Manager, World Bank
Christel Vermeersch, Economist, World Bank
Adam Wagstaff, Research Manager, World Bank
Winnie Yip, Reader in Economics for Health Policy, University of Oxford
Shuo Zhang, Health Specialist, World Bank