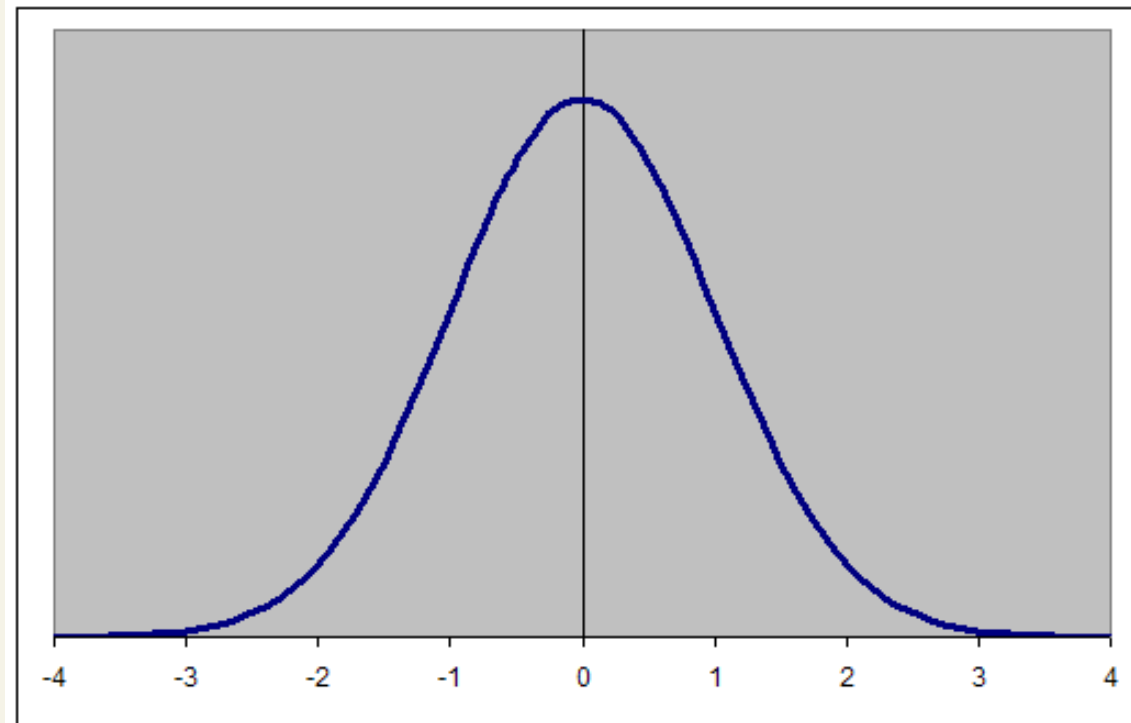


Evaluation Dilemmas for PEPFAR

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What is the distribution of effective PEPFAR programs?

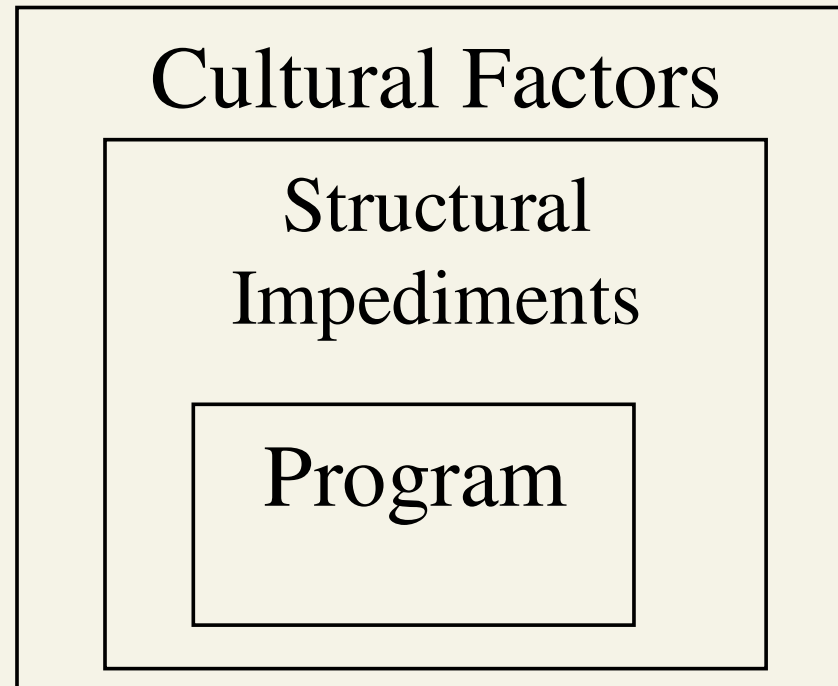


range of program effectiveness

How effective is the average program?

What data do we need?

What should we be evaluating?



What are the appropriate levels of analyses?

- Individuals are infected
- But social level change is needed to
 - sustain risk reduction and
 - build infrastructure for treatment and care

What are PEPFAR's models of behavior change?

- We need models of behavior change to guide interventions
- Often models do not explain findings
- Many of reasons for lack of risk reduction have nothing to do with the HIV prevention program
- What are the appropriate levels to model?

How much behavior change should we expect from PEPFAR programs?

- Mass media: Small effects, large reach
- Behavioral interventions: medium effect, limited reach
- How much behavior change do we need to alter the epidemic?
- How much behavior change do we need for successful HAART treatment?

How does PEPFAR “learn”

- If PEPFAR is a “learning organization,” how do we identify effective programs?
- How do we utilize “evidence based” prevention programs for “off label” interventions?
- Ineffective programs are worst than no programs, especially for ARV adherence



How does PEPFAR “learn”?

- How does PEPFAR systematically learn from communities and cultures?
- What is the relationship between the scientific community of scholars and PEPFAR?
 - Why are there only 13 Pub Med citations of PEPFAR?

What should & shouldn't we measure?

- **What not to focus on**
 - Knowledge, Contact with programs ^L
- **Potential assessments**
 - Factors that will promote sustained change.
 - Content analyses of media for national and local Opinion Leaders' promotion of HIV risk reduction and treatment
 - Impediment to behavior change
 - Unintended negative and positive outcomes



Recommendations

- Systematically engage scientific community
- Develop a multilevel PEPFAR-wide evaluation scheme
- Systematically involve stakeholders in the evaluation planning
- Integrate evaluation into programs