

## Methodology for organizational performance metrics

### Reach and coverage estimates at GAIN

#### Reach

Scale is one of GAIN's key performance indicators but a construct that is difficult to measure for many programs that GAIN supports. We use program monitoring data to estimate the scale of diverse programs the nature of which is dependent on the type of intervention, specifically large-scale food fortification, targeted MIYCN interventions, programs working to increase availability of other nutritious foods through private sector (e.g., Marketplace for nutrition foods; Sun Business Network)). Where the population may benefit from more than one program we account conservatively by discounting any numbers for products where consumers were accessing more than one fortified food i.e. the number of people that is reported refers to the number of people with access to at least one fortified food. Details of methodology and data source for reach are described below:

***Large-scale food fortification*** (staple food products, condiments, processed foods):

**Metric calculated:** Total number of people for who fortified food is available as a direct or indirect result of GAIN's activities. Until 2015 GAIN tracked all production annually (by report) across all current and past programs. As of 2015, updates were made only from active programs resulting in 2 indicators:

- ***Cumulative reach (total population reached since GAIN began tracking)***
- ***Annual reach (total population reached from programs active over all or part of a 12 month reporting period)***

**Methodology:** By dividing the volume of fortified food produced by the average amount of the food consumed per consumer, we make a conservative estimate of the number of people reached with fortified food. Totals are then tallied across all programs.

**Data sources:**

- **Fortified food production volumes:** The volumes of fortified food produced are reported by industry, regulatory authorities, or via the ministry responsible for program management.
- **Average daily consumption per person of the food:** Average daily consumption per consumer of the food vehicle is estimated through data from intake surveys (where available), from fortification coverage surveys done by GAIN or others (see below), or when consumption data is not available through surveys, per capita consumption is calculated based on FAO food balance sheets.

***Interventions targeted to women, infants and young children:***

**Metric calculated:** Number of people for whom targeted fortified foods, micronutrient powders or other product targeted to a specific age or other group is available as a direct or indirect result of GAIN's activities.

- ***Annual reach (total population reached from programs active over all or part of a 12 month reporting period)***

**Methodology and data sources:** Where available we use the direct report of number of individuals reached in the program (see below). Where not available the number of people reached can be estimated from production or sales volumes.

- **Number of people provided with nutritious foods or food products.** The number of individuals that received nutritious foods tracked and reported as part of internal monitoring data by implementing partners and tallied across programs. Note that in cases where the target population is known, these data can be used to provide a rough estimate of program coverage. No other reach numbers are converted into coverage in this manner.
- **Targeted fortified food production volumes:** The volumes of targeted fortified foods, supplements or complementary feeding products distributed or sold tracked and reported as part of internal monitoring by implementing partners and tallied across programs. The

number of people reach can then be estimated by dividing by the recommended consumption frequency and amount of the food (as per program guidance).

***Programs working to increase availability of other nutritious foods through private sector (e.g., Marketplace for nutrition foods; Sun Business Network):*** As market-based approaches, measurement of net contribution of the businesses to food availability and consumption presents a number of challenges, particularly in working with small and medium sized businesses. In many countries there is no record that permits estimates and changes in market shares, total number of businesses within a sector etc. The program supports producers of diverse food products and thus converting production to number of people reached is complex, because the translation of servings would need to be standardized across all products (e.g., peanut butter may be consumed only a few days per week, whereas milk may be daily consumption). GAIN therefore reports “scale” of this portfolio of programs as servings without further conversion to number of people reached. Note that metrics for this portfolio of work are under further development and testing at this time.

**Metric calculated:** Number of servings of more nutritious foods or food products that were produced as a direct or indirect result of GAIN’s activities.

- ***Cumulative reach (total number of servings produced)***
- ***Annual reach (total number of servings produced over all or part of a 12 month reporting period)***

**Methodology:** We calculate the number of servings of nutritious foods made available by dividing the total reported volumes by the standard serving sizes, calculated separately for each type of product produced.

**Data sources:**

- **Volumes of nutritious foods produced:** The volumes of nutritious food produced or delivered are reported by private sector partners participating in programs as part of production or monitoring activities.

- **Average serving size:** Standard serving sizes taken from food composition tables are used, for example 100g for vegetables, 250mL for milk, 100g for chicken, etc.

***Behavior change interventions (BCI):***

**Metric calculated:** Number of people reached with nutrition-related messages as a direct or indirect result of GAIN's activities, including all types of behavior changes interventions including interpersonal communication, mass media, etc.

- ***Cumulative reach (total population reached since GAIN began tracking)***
- ***Annual reach (total population reached from programs active over all or part of a 12 month reporting period)***

**Methodology:** Number of people reached with BCI is summed across all programs with two data sources. As for the reach number with fortified food we account conservatively by discounting any numbers where people are reached with more than one communication channel.

**Data sources:**

- **Interpersonal counselling or other direct BCI activities:** are tracked through participation lists by the implementing agency as part of routine monitoring data.
- **Mass Media:** Mass media reach is reported by the contracted communication agency, based on their best estimates of audience at times and channels of airing.

### **Coverage:**

While reach provides an appropriate indicator for a very broad estimate of the scale at which GAINs programs operate, within countries, across program portfolios and the organization, they provide little evidence of the potential for impact. As part of broader efforts to measure the potential for impact of GAINs programs, GAIN has begun to place greater emphasis on robust measures of coverage. This can result complex in population- or market-based approaches where no implementing agency can track progress. After searching within the existing literature/ available tools, GAIN determined that no robust, yet field friendly tools existing that could be used or adapted directly for assessing coverage of food fortification or other population or market-based programs. We therefore developed the Fortification Assessment Coverage Toolkit (FACT), now used as primary source of reliable coverage estimates. The tool has been used primarily in large scale food fortification (LSFF), but can also be adapted to targeted fortification programs.

### **Metrics reported:**

#### **LSFF:**

- **Coverage of food vehicle:** Household/individuals consume the food
- **Coverage of fortifiable food vehicle:** Household/individuals consume the version of that food vehicle which is subject to fortification according to the national program design
- **Coverage of fortified food vehicle:** Linking type of food consumed (brand, point of purchase, method of purchase etc.) with actual samples collected at points of purchase and assessed for fortification (yes/no fortified; or adequately fortified according to national standards)
- **% of recommended nutrient intake (RNI) from fortified foods:** Using the amount consumed by individuals and the actual nutrient content we can calculate the % of RNI for specific age and sex groups.

#### **Targeted programs:**

- **Message coverage:** Have heard of the product being distributed/ sold as part of the program

- **Contact coverage:** Have used the product at least once during a defined period of time
- **Effective coverage:** Have used the product aligned with its recommended scheme of use (as per program design)

**Methodology:** The FACT toolkit is a module toolkit designed for use in population based surveys. Standard modules include economic and demographic information that permit presentation of results disaggregated by factors known to be associated with risk of micronutrient deficiency or other poor indicators of nutritional status, such as poverty, poor dietary diversity/food child feeding practices, household food insecurity among others. Additional modules then estimate use and quantify consumption of food vehicles or nutritional products. Which modules to include and the specifics of survey design are determined with country stakeholders to ensure maximum utility of the results for assessing program progress. Modules, including the laboratory assessment of nutrient content in food provides further information specifically designed to inform necessary program improvements.

**Data source:** Household surveys the location, frequency and scope of which is dependent on country and program priorities, and resource availability. Work is ongoing to explore the extent to which indicators developed to track coverage from the FACT surveys can be adapted to routine surveillance systems or other inserted as part of other household level surveys.