Measuring the impact of COVID-19 on social norms and CEFM: Lessons learned from an RCT evaluation of the Tipping Point Initiative
Digging up the roots of child marriage to replant the future
Tipping Point Initiative’s COVID relief measures

- Dignity Kits

- Handwashing stations

- COVID related risk communication and messaging
Tipping Point Activities in the time of COVID-19
Shifting to a virtual mode of intervention
TP’s Impact Evaluation

**ARM 1**
Full package of intervention, including public social norms change activities, girl-centered movement building

**Effect of full Intervention**
A1-A3

**Effect of light intervention**
A3-A2

**Effect/added value of Social Norms Change component**
A1-A2

**ARM 3**
Control Group

**ARM 2**
Light package of intervention
Impact of COVID-19 on CEFM and its root causes
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Challenges in Measuring Impact

- Diffusion of TP’s impact due to suspension of implementation
- Recognition of increased risk of migration
Challenges in Measuring Impact

- Altered intervention affecting comparability between implementation arms
Monitoring the impact of COVID-19

- Activity tracking
- Outcome tracking
- Implementation fidelity
- Feedback mechanisms
Adaptations to Monitoring Tools and processes

1. Activity-tracking
Adaptations to Monitoring Tools and processes

2. Tracking progress towards key outcomes
   a) Longitudinal interviews (Rolling Profiles)
b) FGDs with parents
3. FGD with girl activists
Implementation Fidelity

Sessions’ Observation

Feedback from participants
Review, Reflection and Learning

• Virtual training of the staff on the new mode of intervention

• Reflections from staff on the stress imposed on them due to COVID-19
Resources @

https://caretippingpoint.org/tools/