

Measuring the impact of COVID-19 on social norms and CEFM: Lessons learned from an RCT evaluation of the Tipping Point Initiative





care[®] TIPPING POINT

*Digging up the roots
of child marriage
to replant the future*



Tipping Point Initiative's COVID relief measures

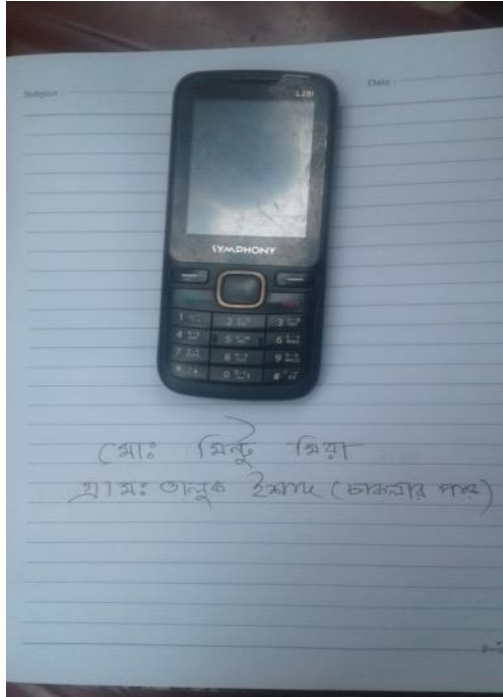
- Dignity Kits
- Handwashing stations
- COVID related risk communication and messaging



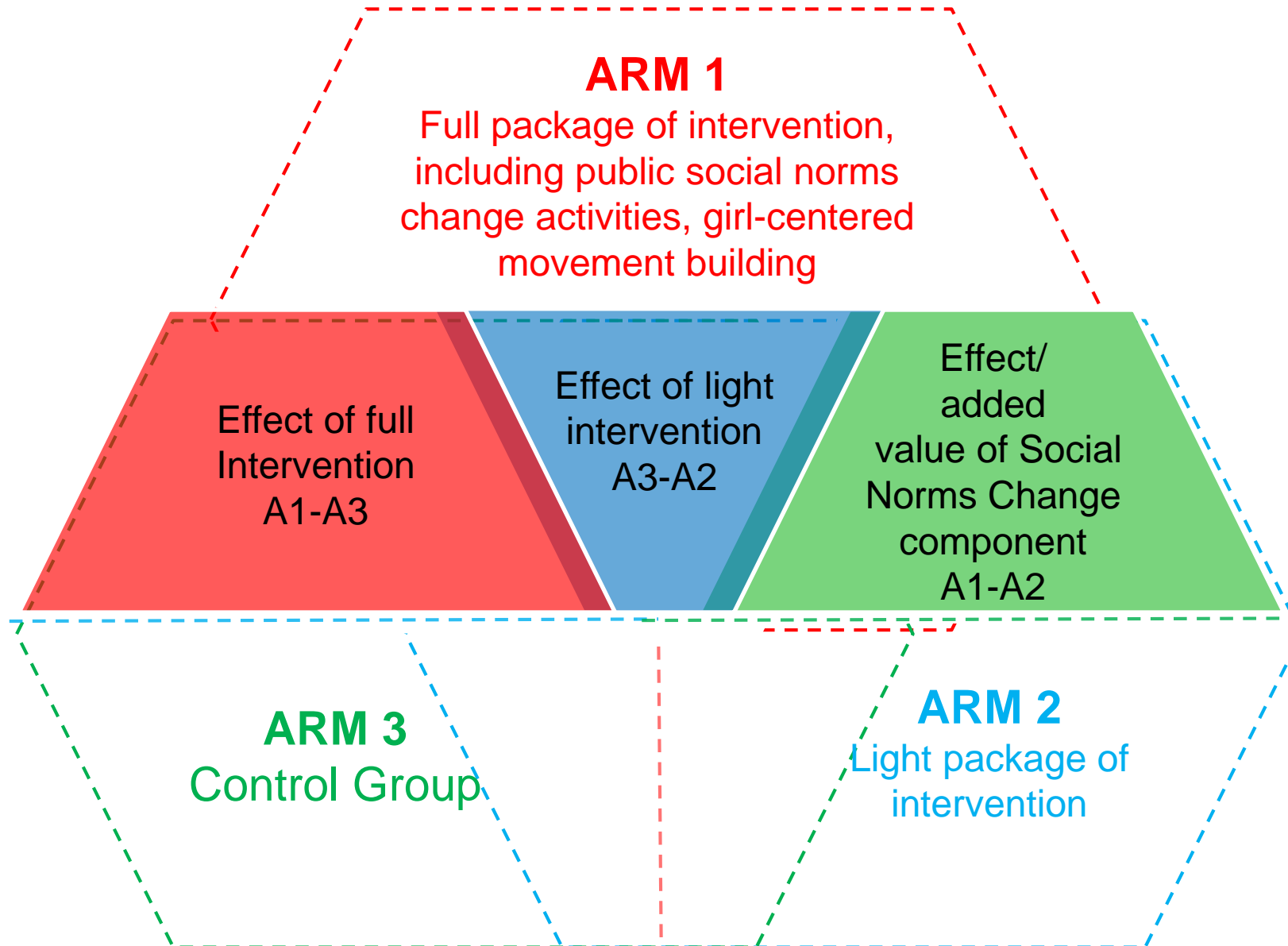
Tipping Point Activities in the time of COVID-19



Shifting to a virtual mode of intervention



TP's Impact Evaluation



Impact of COVID-19 on CEFM and its root causes



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Impact of COVID-19 on CEFM and its root causes



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



EMORY
UNIVERSITY



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/>

