Observatorio de Mortalidad Materna en México

MODEL FOR PUBLIC POLICY MONITORING

General Guide

INTRODUCTION

The Observatory of Maternal Mortality in Mexico (OMM) has, among others, the aim to contribute to ensure transparency and accountability in relation to maternal health, for which it was raised as a substantive activity to monitor the performance of policies, programs or initiatives aimed at addressing maternal mortality and disseminate their results.

The Model for Public Policy Monitoring is a method designed and developed by the OMM to evaluate and monitor policies, programs or initiatives in maternal health, but can be used by civil society organizations, health institutions and decision-makers to follow up other policies, programs or initiatives. The model consists of this General Guide and a detailed manual that includes, for each aspect, the definition of: what is, what is its intention, what is needed and what are the steps to follow.

MODEL FOR PUBLIC POLICY MONITORING

FIRST KEY	Define the policy, program, or initiative to be monitored
SECOND KEY	Document the policy, program, or initiative, and the problem to be addressed
THIRD KEY	Undertake fieldwork or archival research
FOURTH KEY	Systematize, analyze and prepare reports
FIFTH KEY	Do public-policy advocacy

1 FIRST KEY | Define the policy, program
or initiative to be monitored

1. Criteria to select and prioritize policies, programs or initiatives to be monitored

a. Features of policy, program or initiative: groups for which is aimed, geographical application, budgetary program, among others.

b. Design of the policy, program or initiative: objectives, decision-makers, defined processes and results.

2. Objective of the evaluation or monitoring

a. Design
b. Consistency
c. Processes and performance
d. Outcomes
e. Impact

3. Documentation of the policy, program or initiative

a. Review of key information and documentation of the policy, program or initiative to be monitored.

4. Documentation of the problem

a. Review of key information about the problem faced by the policy, program or initiative: indicators, evolution and/or behavior in a given period.

b. Documentation of the problem and experiences regarding the attention to the problem identified.

c. Identification and characterization of the affected population.

5. Selection of the monitoring area

a. Geographical

b. Institutional

6. Documentation of policy, program or initiative in the selected area

a. Documentation of policy, program or initiative in a particular state (geographical or institutional):

   i. Presentation of the strategic information request through the institutional link or INFOMEX. [1]

   ii. Research of the critical path of the policy, program or initiative and its application areas.

   iii. Location of key stakeholders as informants regarding the operational chart of the policy, program or initiative.

b. Documentation of the problem and experiences regarding the attention to the problem identified.

[1]. Electronic system created by the Federal Institute for Access to Information and Data Protection (IFAI) with funding from the World Bank, which facilitates and improves processes, tasks and progress in managing requests for information; It provides support to those agencies, entities and agencies that have joined the system to receive and efficiently respond to requests for information.

7. Development of data collection instruments and manual or guide for its application

a. Defining instruments type in accordance with chosen actors.

b. Defining application areas in accordance with chosen actors.

8. Management for project launch and fieldwork

a. Defining the agenda of interviews to key actors.

b. Defining schedule interviews with key actors.

c. Develop of tentative schedule of field activities.

d. Design of backup plans in case of cancelled interviews or unforeseen events for the implementation of instruments.

9. Fieldwork or archival research in the selected state

a. Implementation of instruments.

b. Review and evaluation of obtained material.

c. Recovery of missing information or questions, according to the evaluation of the obtained material.

10. Development of the scrip for writing

a. Defining topics and contents.
b. Defining keywords to include them in the coding.

11. Systematization of information

a. Interviews:
i.   Transcribing interviews.
ii.   Preparing summaries of each interview.
iii. Coding interviews from the defined strategy of systematization and analysis.
iv.   Identifying relevant topics in interviews, not covered.

b. Questionnaires:
i.   Development of template database.
ii.   Coding.
iii. Capture of information.
iv.   Development of graphic charts and statistical analysis where relevant.

12. Report Writing

a. Integration of results from proposed script.
b. Outcome descriptions.
c. Outcome analysis.
d. Conclusions.

13. Review and feedback of report and policy brief

a. Development of one page policy brief
b. Report and policy brief distribution between the working group, for its review and feedback.
c. Proofreading of the report.

14. Advocacy strategies and return of results

a. Defining advocacy strategies with the working group.

b. Meeting management with decision-makers:
   i. Development of policy brief presentation.
   ii. Development of recommendations, agreements and commitments.
   iii. Development of instrument for monitoring the fulfillment of agreements and commitments.
   iv. Set up an accompanying team for return of results.

c. Implementation of meetings and preparation of minute.

d. Dissemination of monitoring instrument between institutions and individuals involved in the monitoring.

e. Monitoring of agreements
   i. Establishment of direct and continuous contact with the liaison.
   ii. Application of the monitoring instrument to compliance with agreements and commitments.
   iii. Preparation of stocktaking document of results of the follow-up agreements.
   iv. Delivery of the stocktaking document of results to relevant authorities.

15. Dissemination of results

a. Print media
   i. Conduction of press conference at the local level, broadcasting agreements and compliance dates.
   ii. Conduction of press conference at the national level, after the date of compliance agreements.
   iii. Dissemination of the policy brief.
   iv. Preparation and distribution of journalistic notes on agreements and its monitoring.
   v. Disclosure of agreements compliance.

b. Website and social media:
   i. Placement on website of the outcomes of the monitoring, agreements and follow-up.
   ii. Broadcast on newsletters of the outcomes of the monitoring and agreements.
   iii. Development of Twitter messages and inclusion on Facebook of brief, summaries and documentation of meetings.

c. Other media:
   i. Conduction of arrangements for airtime broadcasting.
   ii. Broadcast on radio or TV.
   iii. Development of academic papers for *ad hoc* publications.

NOTES

For further information about this General Guide, please contact:

Graciela Freyermuth
Hilda Argüello

observatoriomuertematerna@gmail.com

visit our Website:

www.omm.org.mx

or follow us on:

Twitter: @ObservatorioMM

Facebook: Observatorio de Mortalidad Materna en México

Observatorio de Mortalidad Materna en México

Center for Research and Higher Studies in Social Anthropology

Casa Chata: Hidalgo and Matamoros s/n, Col. Tlalpan, Deleg.Tlalpan, Mexico, DF, CP 14000

Phone: (01 55) 5487 7100 ext. 1606

December, 2013