

Centre for the Evaluation
of Development Policies
at Institute for Fiscal Studies

Designing, Implementing and Evaluating a Scalable Home Visiting Intervention: Impacts and Challenges

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C Meghir, M Rubio-Codina, *British Medical Journal* 2014, 349:g5785

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Scalable ECD Intervention in Colombia

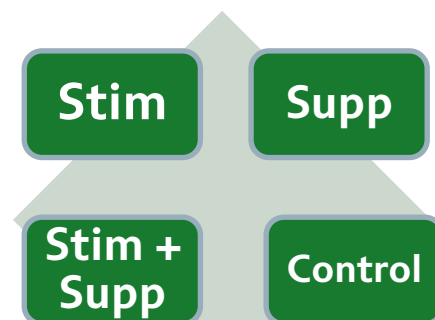
1. Psycho-social stimulation via home visits
2. Micronutrient supplementation

n = 1,429 children 12-24 months

96 semi-urban towns in 3 regions

lasting for 18 months (2010-2011)

delivered by **local women** (use **existing CCT infrastructure**), mentors



RCT Evaluation

IMPACTS of Stimulation

- ❖ **0.26 SD** cognitive development (Bayley-III)
- ❖ **0.22 SD** receptive language (Bayley-III)
- ❖ **0.28 SD** play materials; **0.27 SD** play activities (FCI)

No effect micronutrient supplementation; no interaction effect

**\$515 USD
child/year**

Design Challenges: Fidelity & Appropriateness

- 1. Adjust intervention to delivery at scale**
local women, piggy-bag on existing services (“local champion”)
minimum low-cost materials & rotate them
- 2. Adjust intervention to home visitor abilities**
organise curriculum by week, match activities to child’s age,
specific instructions in simple language
- 3. Culturally appropriate (country, disadvantaged families)**
familiar images, local games & songs, use every day routines &
activities, use family structure
- 4. Maintain quality**
frequency of visits, length of intervention, child graduation,
ratios: home visitors per supervisor, families per home visitor

Implementation Challenges: Sustain Quality

- 1. Identify suitable home visitors**
assess capabilities, availability, “**motivation**”
- 2. Long enough initial training**
periodic retraining
- 3. Continuous mentoring and supervision**
mentors/supervisors permanently on the field,
text messages, phone communication, bulletins
- 4. Mentors/supervisors: profile and training**
- 5. Sustain enjoyment and motivation**
remuneration (full/part time job), professional development path,
team spirit, keep mums & children interested ----- **fun!**

Evaluation Challenges: Measurements

1. Representativeness of Sample

2. Child Outcomes

good concurrent and predictive validity,
can be **assessed reliably at scale**, **sensitive** to small improvements

3. Intermediate Outcomes:

understand behavioural changes in the home
knowledge, practices, material resources, constraints

4. Implementation of Intervention:

quality of processes; key elements; what works
data on visitors, supervisors and families, interactions
home visits (frequency, duration, **quality**)

5. Intervention Costs

tedious but crucial

