MEASURE Evaluation in Bangladesh

With approximately 160 million people (World Population Prospects, 2008 Revision, United Nations Population Division), Bangladesh has around half the population of the United States concentrated on a land mass approximately the size of the state of North Carolina. Its dense population and high poverty rate contribute to major health challenges. One of the country's most worrisome health indicators is its high maternal mortality ratio. In 2001, a major survey to measure maternal mortality suggested a figure of 322 maternal deaths per 100,000 live births, which was well above the nation's Millennium Development Goal 5 target of 143 maternal deaths per 100,000 live births by 2015.

Despite the challenges, there has been progress. Many related health indicators have improved significantly in the past 30 years. Contraceptive use among married couples increased from eight percent in the 1970s to 56 percent in 2007, an increase that was accompanied by a decline in the fertility rate from 6.3 to 2.7 children per woman. The child mortality rate has also dropped dramatically since the 1970s, from 250 deaths to 65 deaths per 1000 live births according to USAID/Bangladesh. Great strides are still to be made in maternal and child health in Bangladesh, and continued success cannot be taken for granted. For instance, recent evidence suggests that contraceptive use has plateaued and only 20 percent of births occur in the presence of a skilled attendant.

MEASURE EVALUATION IN BANGLADESH

2010 Bangladesh Maternal Mortality and Health Care Survey

During Phase III of the project, MEASURE Evaluation, in conjunction with the International Centre for Diarrhoeal Disease Research (ICDDR,B) and USAID/Bangladesh,
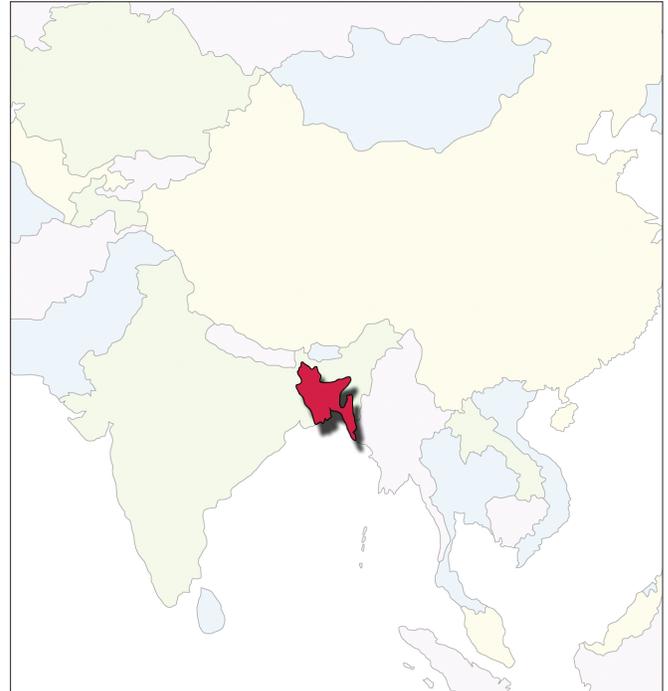
COUNTRY FLAG

DEMOGRAPHY
Population: 158,570,535
Population Growth Rate: 1.566%
Age Structure:
0–14 years: 34.3%
15–64 years: 61.1%
65 years and over: 4.7%
Death Rate: 5.75 deaths/1,000 popluation

OTHER RELEVANT DATA
Infant Mortality Rate: 41 infant deaths/1,000 live births
Total Fertility Rate: 2.3 children born/woman
Maternal Mortality Ratio: 350 maternal deaths/100,000 live births

provided technical assistance in the design and analysis of the 2010 Bangladesh Maternal Mortality and Health Care Survey. The Bangladeshi government sponsored the survey to determine the maternal mortality rate as well its causes.

One of the survey's key features is its very large sample size. The survey was designed to detect a statistically significant change in the country's maternal mortality rate, which is rare because detecting this type of change typically requires an enormous sample size. MEASURE Evaluation constructed a sampling frame for the survey, from which a nationally representative sample of 175,000 Bangladeshi households was drawn.

Field work for the survey finished in August 2010 and, at a preliminary dissemination of results in Dhaka in February 2011, survey researchers revealed that the maternal mortality has dropped by 40 percent since 2001.

Smiling Sun Franchise Program Evaluation
Bangladesh is known for its commitment to translating knowledge gained from research into policy, including knowledge gained through rigorous evaluation of innovative and experimental programs of health care delivery. In 2007-2008, MEASURE Evaluation provided extensive technical assistance for a baseline evaluation survey of USAID/Bangladesh's Smiling Sun Franchise Program. The Smiling Sun program is the most recent iteration of an NGO-based approach aimed at replacement of the government's long-standing door-to-door model of contraceptive delivery with a clinic-based approach that integrated the delivery of family

planning services with a suite of key mother and child health services. Smiling Sun added an emphasis on financial sustainability and franchising, and the baseline evaluation survey included instruments to measure willingness to pay and brand recognition. The baseline survey provided decision-makers with information critical for planning and implementing the program, and MEASURE Evaluation is conducting an end line monitoring and evaluation survey for the program in 2011. The combination of these surveys provides a powerful tool for assessing performance and designing future phases of the Smiling Sun Franchise Program.

MEASURE Evaluation also launched an effort to expand evaluation capacity in Bangladesh by starting a partnership with ICDDR,B and premiering a training program for local fellows interested in monitoring and evaluation.

ICDDR,B collaborates with academic and research institutions around the globe to address some of the most critical health concerns facing the world today. Bangladesh provides ICDDR,B a unique opportunity for understanding the diseases and health challenges facing developing countries worldwide.

ICDDR,B translates knowledge from research into policy using strategic health programmes. This allows basic research to rapidly influence policy applications and action if the evidence supports meaningful public health benefit. Research priorities at ICDDR,B are cross cutting, such as to child health, infectious diseases and vaccine sciences, reproductive health, nutrition, population, HIV/AIDS, and safe water.