

## Management Response & Recommendations Action Plan

**Evaluation Report Title:**  
**Management response for the End Child Marriage Programme (ECMP)**  
**Mid-term Review, March 2015**

<b>Recommendations</b>	<b>Accepted or Rejected</b>	<b>If “Accepted”, Action plan for Implementation or if “Rejected”, Reason for Rejection</b>
1. Adopt a Core Kebeles + Diffusion/Expansion model for Phase 4. We recommend a re-design of the programme to combine a low cost Core Kebele + Diffusion/Expansion model (CoreK+) intervention that can be scaled up by government, and with a targeted intervention for those most difficult to reach (e.g. out of school girls).	<b>Accepted</b>	Agreed-To review the current End Child Marriage Programme’s community based (intensive/expansion) approach and design an expansion strategy that can be scaled up by government.  The recommended “expansion plus” model is now adopted for implementation
2. Use the re-defined Theory of Change (ToC) and Logical-Framework (L-F) presented in this report to finalise the results framework.	<b>Accepted</b>	Agreed- the Theory of Change and the Logframe were reviewed  The revised TOC and logframe have been approved by DFID.
3. Renegotiate milestones with Implementation Service Provider to emphasise the shift of the programme to more learning requirement, scalable model and reflecting changes in Theory of change and logframe	<b>Accepted</b>	<i>Agreed</i> – Propose a revised milestone, agree and amend contract (if required)
4. Develop and implement an exit strategy to be rolled out over the next two years	<b>Accepted</b>	<i>Agreed</i> – Increase and embed government ownership and capacity, particularly at regional level. It is also agreed to devise end of phase strategy which includes indicators to measure deliverables, achievements, and measures towards sustainability
5. Strengthen the girl-centred and do-no-harm approach to planning, implementation and M&E.	<b>Accepted</b>	<i>Agreed</i> – Actions to enhance girl-centred programming will include: <ul style="list-style-type: none"> <li>- technical assistance recruited to support this area of work</li> <li>- use the Bahir Dar University gender links to advise programme direction</li> </ul>

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		<ul style="list-style-type: none"> <li>- Implementation of the “Do No Harm” Policy (in collaboration with GirlHub).</li> </ul> <p>Recruit a full time gender advisor to stretched the programme focus on girls</p>
6. Develop and expand strategic engagement throughout and across the End Child Marriage Programme	<b>Accepted</b>	<i>Agreed.</i> strengthen partnerships with UNICEF, EIFDDA, the ALCECM initiative, the Amhara Women’s Caucus and the Amhara Region Population Affairs Council
7. Develop and implement a full communications strategy to support long-term sustainability	<b>Accepted</b>	<i>Agreed –</i> Putting in place a revised full communication strategy on ECM is indispensable for ensuring ECM messages are widely disseminated to the public through different channels. But this needs further discussion and consensus specifically with the Public Relations Department of BoWCYA, Bureau of Government Communication Affairs and the Amhara Mass Media Agency
8. Conduct in-depth political economy analysis to understand the real reasons preventing Bureau of Women, Children and Youth Affairs (BOWCYA) from taking leadership	<b>Accepted</b>	<i>Agreed – Planned</i> consultations with BoWCYA, Bureau of Finance and Economic Development and DFID. It is also planned to review and fill capacity gaps to ensure BoWCYA takes ECM leadership
9. Strengthen all aspects of M&E and lesson learning	<b>Accepted</b>	<p><i>Agreed – To develop</i> user-friendly qualitative and quantitative databases: with technical support from ECMP, it will be built up by the government in the region:</p> <ul style="list-style-type: none"> <li>- Simplify the ECMP M&amp;E database using a standard, user-friendly platform (Excel)</li> <li>- Full implementation of the revised ECMP M&amp;E Framework</li> <li>- Building a robust evidence base: Qualitative data collection system will be improved. Additional indicators identified and data to be collected. ECMP M&amp;EE, KM&amp;CE and field staff (ZCs, ZOs and WTAs) to be refocused to reporting on this in their regular reporting to ECMP Management</li> </ul>

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		<ul style="list-style-type: none"><li>- Strengthening the link between M&amp;E and knowledge management: to generate lessons/learning demonstrating the programme's successes.</li><li>- ZOs and a KM &amp; M&amp;E Manager to be recruited to enhance delivery of this workstream and its management</li><li>- Building M&amp;E capacity of Government staff, communities and ECMP staff. Training programmes to be revisited against the above to ensure appropriateness for both in-house and Government staff M&amp;E relates training.</li></ul>
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