

Integrating qualitative and quantitative content analysis for assessing and improving evaluability

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The second presentation will cover integrating qualitative and quantitative content analysis for addressing 'why' and 'how' as well as 'what' questions relating to monitoring and assessing interim and instrumental outcomes achieved or not achieved in public health initiatives and programs. Steps for developing meaningful scoring systems for synthesizing the review of multiple types of documents will be described. Examples will be given from global health engagement projects with the development or strengthening of partnerships as a key objective. Using document review as a management tool in integrating strategic planning, monitoring, and evaluation will be discussed, as a way of assessing the gaps between planning and evaluation and strengthening their relationship.