



# Essential Components of a Flour Fortification Monitoring System for Production, Supply and Quality



**Flour Fortification Initiative**  
A Public-Private-Civic Investment in Each Nation

Laird J. Ruth  
14 June 2012



**SAFER • HEALTHIER • PEOPLE™**



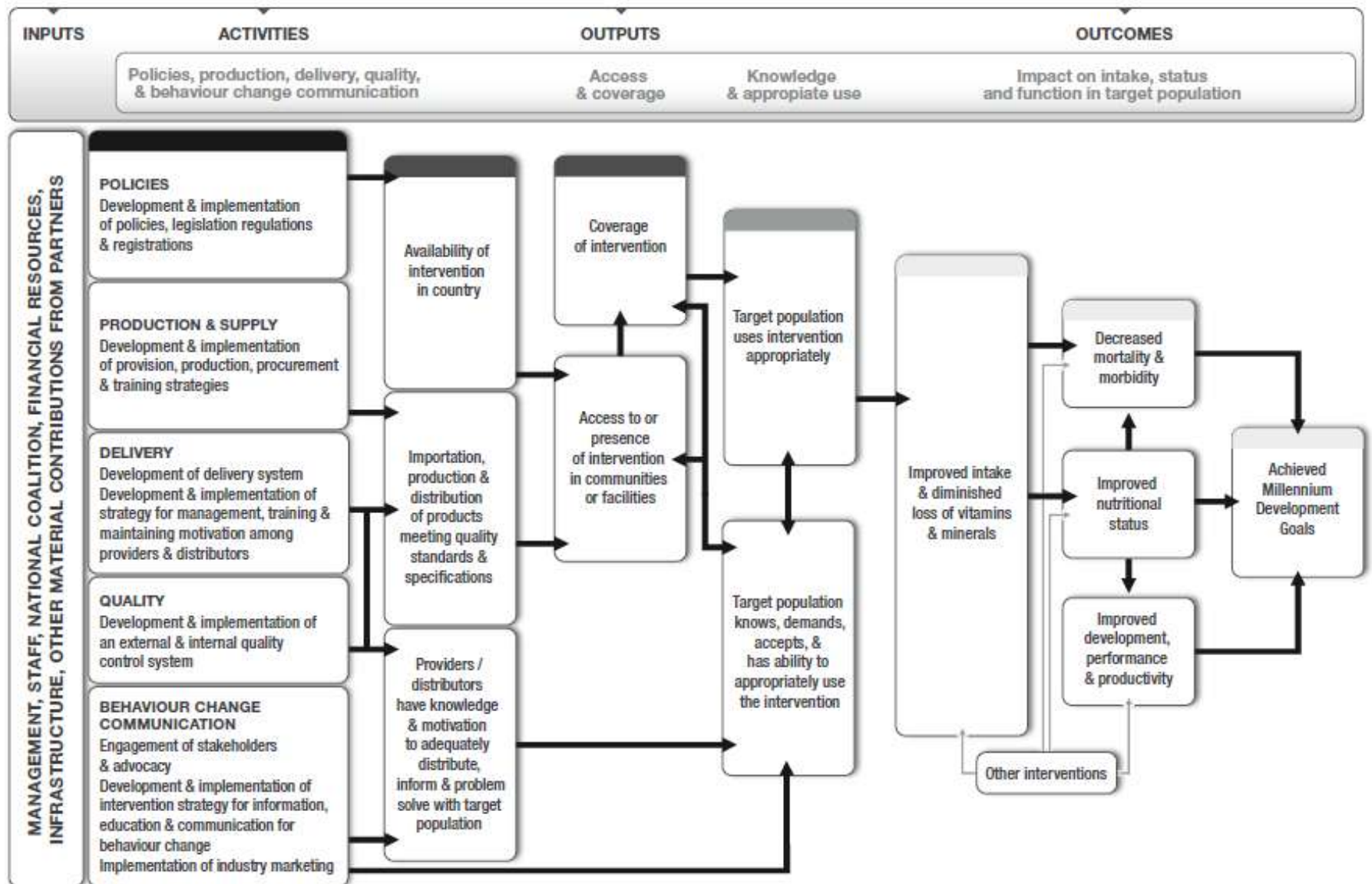
# Program Monitoring

“the continuous, ongoing collection, review, analysis, and use of information on program inputs, implemented activities, outputs, and outcomes, to assess how the program is performing against predefined criteria.”

Pena-Rosas JP, Parvanta I, Van der Haar F, Chapel T. Monitoring and evaluation in flour fortification programs: design and implementation considerations. *Nutr Review* 2008; 66 (148-162).



# WHO/CDC Logic Model for Micronutrient Interventions in Public Health



# Attributes of a Flour Fortification Monitoring System

- Simplicity
- Flexibility
- Acceptability
- Representativeness
- Timeliness
- Stability
- Sustainability



# 6 Key Questions for Each Specific Indicator

1. Who needs this information (stakeholders)?
2. What will the people who need the information do with it?
3. How will the indicator be collected (source of verification, methodology)?
4. How often will the indicator be collected (frequency)?
5. Who will collect and summarize the data?
6. Who will report the results to the other stakeholders?



# Example Indicator

Percent (%) of flour samples adequately fortified according to minimum national standards



# Key Questions

1. Who needs this information (stakeholders)?
  - Who will use the information to assess program performance and make the necessary program adjustments?
  - Who are the primary users at each level of program operations?
  - Who is in the larger group of stakeholders that are interested in the monitoring results for this indicator?



# Key Questions

2. What will the people who need the information do with it?
  - What is the process through which the primary users will assess the information and decide upon actions to take?
  - How will feedback on program changes be communicated to each level of program administration?





# Key Questions

3. How will the indicator be collected?
  - What existing data collection systems/tools could be linked into in order to collect data for this indicator?
  - What data collection tools, methods, and activities are needed to assess this indicator?
  - Who will be responsible for collecting the data or information on this indicator?
  - What resources will they need to collect the data for this indicator?
  - How can you be sure that the data are reliable and credible?



# Key Questions

4. How often will the indicator be collected?
  - What frequency of data collection is needed for reporting to primary users and stakeholders?
  - What frequency of data collection is realistic and feasible?
  - What frequency of data collection would not overburden staff?
  - What is the cost of collecting the data, and how frequently can we afford to collect the data?



# Key Questions

5. Who will collect and summarize the data?
  - Who will work with inspectors and other data collectors to manage and analyze the data?
  - What resources do they need to manage and analyze the data?
  - What skill set, experience, or expertise does this person need to have?



# Key Questions

6. Who will report the results to the other stakeholders?
  - Once the data have been analyzed, who will write up the results?
  - What format will they use to present the results?
  - What is the most appropriate format for reporting the results to different stakeholder groups or audiences?



# Data Collection Methods

- Existing vs. new data systems
- Key existing data monitoring sources
  - Mill production records
  - Ministry records and distribution reports
  - Food control technical auditing and inspection reports
  - Laboratory reports
  - Ministry of Trade and Industry surveys
  - Agriculture, production, economic, and industry surveys



# Other Existing Data Sources

- Core health statistics
- Sentinel surveillance
- Household expenditure surveys
- Demographic and Health Surveys (DHS)
- UNICEF Multiple Indicator Cluster Survey (MICS)
- WHO Micronutrient Deficiency Information System (MDIS)



# Thank you

# Questions?

The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



**SAFER • HEALTHIER • PEOPLE™**



**FIGURE 1. Recommended framework for program evaluation**

