

Activity – Monitoring and evaluation sections in research proposals

Instructions: Pretend that you are writing the M&E section of a proposal for the below grant. Fill out the “narrative” and “indicators” column of the logframe template on the back of this page. Use your imagination to fill in any gaps in the below case.

Research Project Description:

My focus is the delivery of culturally appropriate breast cancer awareness initiatives to low- and middle-income countries (LMICs) through high-quality, community-based education and contemporary eHealth. Although numerous breast cancer initiatives based on the resource-rich perspective have been developed to reduce breast cancer morbidity and mortality, they are generally inappropriate for LMICs either due to a lack of resources or cultural barriers. The result is late presentation with breast cancer and poor clinical outcomes. In Grenada, there is a significant gap in breast cancer awareness and attendance for clinical breast examination (CBE). My specific goal over the fellowship year is to bridge this gap with an international research project that implements phase three of a community-based breast health project. This project will validate the effectiveness of my previously developed community-based breast health awareness program in Grenada and investigate how eHealth can be used to further improve breast cancer awareness and modify behavior. The project aims are to: a) increase regular and sustained uptake of breast self-examination (BSE) and CBE; b) determine how education shapes attitudes and beliefs about breast health and BSE; and c) establish the feasibility of using mHealth to improve compliance.

Although mobile phone use is common in Grenada, the efficacy of an mHealth platform for delivering health-related information or reminder will be dependent on actual mobile phone. Women in possession of a mobile phone will receive monthly text messages to remind them to continue performing BSE and to attend a clinic for a CBE.

The model promotes full community participation and appreciation of how communities view health, draw on their environment, and use local resources to address health needs. In doing so, early detection of breast cancer can be improved using a low-cost model applicable to Grenada, the wider Caribbean region, and other LMICs. These goals are fully in line with those of the Breast Health Global Initiative (BHGI), which recommends that all women have the right to affordable health care and to receive breast health education that is culturally appropriate and tailored to their population. Breast cancer mortality is expected to increase by 50% by 2020 in LMICs, so this project is significant not only to healthcare in Grenada and the Caribbean but the vast international population in LMICs.

Logical Framework (Logframe) Template

	Narrative	Indicators	Means of Verification <i>Data Source</i>	Assumptions
Goal/Impact <i>What long-term social, political, economic, health, etc. changes do you hope will occur as a result of this initiative?</i>				
Outcomes/Objectives <i>Changes in knowledge, attitude, skills, behavior, etc. Can separate into short-term and long-term.</i> <i>"Showing the sponsor that what you are doing is working"</i>				
Outputs <i>Direct results of activities. E.g., attendance, participation, distribution of materials, etc.</i> <i>"Showing the sponsor that you are doing what you said you would do"</i>				
Activities				