Training course on Designing Baseline and Endline Surveys for Social Protection Evaluations

Professional Development Training Course Outline

Category	Social Protection	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Designing Baseline and Endline Surveys for Social Protection (SP) Evaluations is a foundational and critical skill for conducting rigorous impact assessments and understanding the changes attributable to social protection programs. Baseline surveys capture the initial conditions of target populations before an intervention, while endline surveys measure outcomes after program implementation. The robust comparison between these two points, often with a control group, is essential for establishing causality and generating credible evidence. This course moves beyond generic survey design to focus specifically on the unique considerations, challenges, and best practices for developing high-quality data collection instruments tailored for the complex and sensitive nature of social protection evaluations. Training Course on Designing Baseline and Endline Surveys for Social Protection Evaluation is meticulously designed to equip with the advanced theoretical insights and intensive practical tools necessary to excel in Designing Baseline and Endline Surveys for Social Protection Evaluations. We will delve into the foundational concepts of survey methodology and sampling, master the intricacies of questionnaire design, pre-testing, and data quality assurance, and explore cutting-edge approaches to digital data collection and ethical considerations. A significant focus will be placed on hands-on application, analyzing real-world complex social protection programs, and developing tailored survey instruments that are both rigorous and practical. By integrating industry best practices, analyzing complex case studies, and engaging in intensive practical exercises, attendees will develop the strategic acumen to confidently lead and implement high-quality survey-based evaluations, fostering unparalleled data integrity, evidence generation, and informed decision-making.

Programme Curriculum

Training Course on Designing Baseline and Endline Surveys for Social Protection Evaluations

Introduction

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Course Objectives

Upon completion of this course, participants will be able to:

1. Analyze the fundamental concepts of **baseline and endline surveys** and their role in impact evaluation.
2. Comprehend the principles of **sampling methodologies** for social protection evaluations.
3. Master the process of **designing comprehensive questionnaires** for social protection contexts.
4. Develop expertise in **formulating effective survey questions** for various indicators.
5. Formulate strategies for **pre-testing and piloting survey instruments** for refinement.
6. Understand the critical role of **digital data collection tools** for survey implementation.
7. Implement robust approaches to **data quality assurance and validation** in survey data.
8. Explore key strategies for **managing fieldwork and enumerator training**.
9. Apply methodologies for ensuring **ethical conduct and data privacy** throughout the survey process.
10. Understand the importance of **harmonizing baseline and endline data** for comparability.
11. Develop preliminary skills in **basic data analysis and reporting** from survey data.
12. Design a comprehensive **baseline and endline survey instrument** for a social protection program.
13. Examine **global best practices and lessons learned** in survey design for social protection.

Target Audience

This course is essential for professionals involved in designing and implementing surveys for social protection evaluations:

1. **M&E Specialists & Researchers:** Directly responsible for survey design and implementation.
2. **Social Protection Program Managers:** Needing to oversee and understand evaluation data.
3. **Data Collectors & Field Supervisors:** Directly involved in survey execution.
4. **Government Officials:** From statistical offices and social welfare ministries.
5. **Development Practitioners:** From NGOs and international organizations.

6. **Academics & Students:** Conducting research in social policy and development.
7. **Consultants:** Providing survey design and evaluation services.
8. **Survey Methodologists:** Seeking to apply their skills to social protection.

Course Duration: 10 Days

Course Modules

Module 1: Foundations of Baseline and Endline Surveys

- Define baseline and endline surveys and their purpose in impact evaluation.
- Understand the concept of "before and after" measurement for program effects.
- Discuss the importance of a counterfactual in survey-based evaluations.
- Explore the linkage between surveys and the program's Theory of Change.
- Identify key ethical considerations in collecting data from beneficiaries.

Module 2: Sampling Methodologies for SP Evaluations

- Comprehend the principles of various sampling methodologies.
- Learn about simple random sampling, stratified sampling, and cluster sampling.
- Understand the importance of representative samples for generalizability.
- Discuss sample size calculations and power analysis for survey designs.
- Address practical challenges in drawing samples in social protection contexts.

Module 3: Questionnaire Design: Core Principles

- Master the process of designing comprehensive and effective questionnaires.
- Understand the importance of clear objectives for each survey module.
- Learn to structure questionnaires logically and ensure smooth flow.
- Discuss different question formats (open-ended, closed-ended, scales).
- Explore best practices for questionnaire layout and formatting.

Module 4: Formulating Effective Survey Questions

- Develop expertise in formulating precise and unambiguous survey questions.
- Learn to avoid common pitfalls: leading questions, double-barreled questions, jargon.
- Understand techniques for measuring sensitive topics ethically.
- Discuss the use of recall periods and proxy respondents.
- Practice drafting questions for various social protection indicators.

Module 5: Pre-testing and Piloting Survey Instruments

- Formulate strategies for rigorous pre-testing and piloting of questionnaires.
- Understand the purpose of cognitive interviewing and field pre-tests.
- Learn to identify and address issues in question wording, flow, and understanding.
- Discuss how to refine survey instruments based on pilot findings.
- Plan for iterative testing cycles for optimal instrument quality.

Module 6: Digital Data Collection Tools

- Understand the critical role of digital data collection tools for surveys.
- Gain hands-on experience with popular platforms (e.g., ODK, SurveyCTO, KoboToolbox).
- Learn to design digital forms, implement skip logic, and integrate multimedia.

- Explore features for GPS capture, photo evidence, and real-time data submission.
- Discuss the advantages and challenges of digital data collection in social protection.

Module 7: Data Quality Assurance and Validation

- Implement robust approaches to ensuring high data quality in surveys.
- Learn about real-time data validation checks during collection.
- Discuss strategies for minimizing enumerator error and fraud.
- Understand data cleaning procedures and consistency checks.
- Explore techniques for triangulating survey data with other sources.

Module 8: Fieldwork Management and Enumerator Training

- Explore key strategies for effective fieldwork planning and management.
- Learn to recruit, train, and supervise survey enumerators effectively.
- Discuss best practices for enumerator conduct and ethical guidelines.
- Understand logistics for field deployment, safety, and data transmission.
- Analyze common fieldwork challenges and solutions in social protection.

Module 9: Ethical Conduct and Data Privacy

- Apply methodologies for ensuring ethical conduct throughout the survey process.
- Master the informed consent process for all survey participants.
- Understand principles of data privacy, confidentiality, and anonymity.
- Learn about data protection regulations (e.g., GDPR, national laws) and compliance.
- Discuss strategies for protecting vulnerable populations in surveys.

Module 10: Harmonizing Baseline and Endline Data

- Understand the importance of strict comparability between baseline and endline data.
- Learn techniques for harmonizing variables, codes, and definitions.
- Discuss strategies for ensuring consistent data collection protocols across rounds.
- Explore methods for managing panel data and tracking individuals over time.
- Address challenges in maintaining comparability over long evaluation periods

Module 11: Basic Data Analysis and Reporting from Surveys

- Develop preliminary skills in basic data analysis for survey data.
- Learn to calculate descriptive statistics (means, frequencies, proportions).
- Understand how to compare baseline and endline results (simple difference).
- Explore basic data visualization techniques for survey findings.
- Practice writing concise reports summarizing key survey insights.

Module 12: Practical Application and Capstone Project

- Engage in a comprehensive capstone project: designing a complete baseline and endline survey instrument for a social protection program.
- Apply all learned skills from question formulation to digital form creation.
- Conduct mock interviews and receive feedback on survey administration.
- Analyze and critique real-world social protection survey instruments.
- Collaborate on a group project to troubleshoot common survey design issues.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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