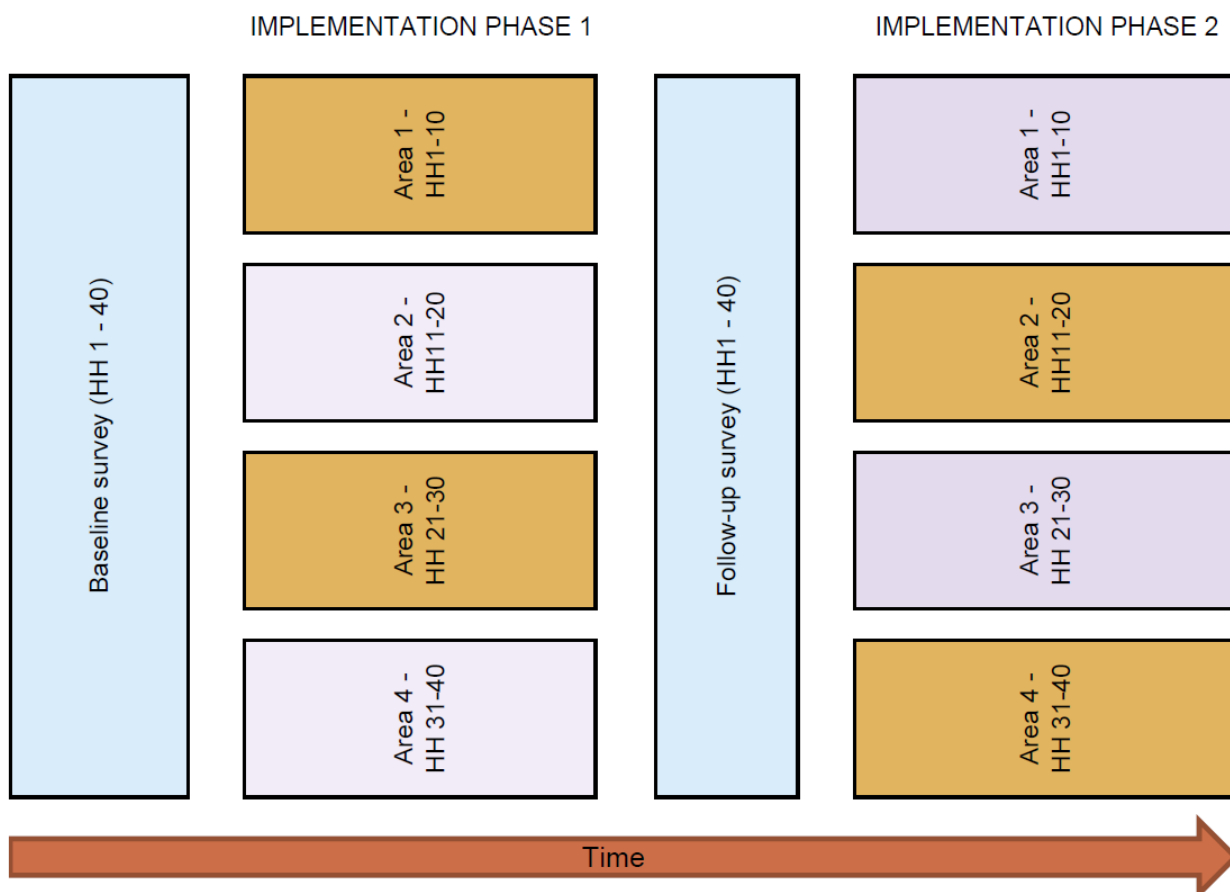


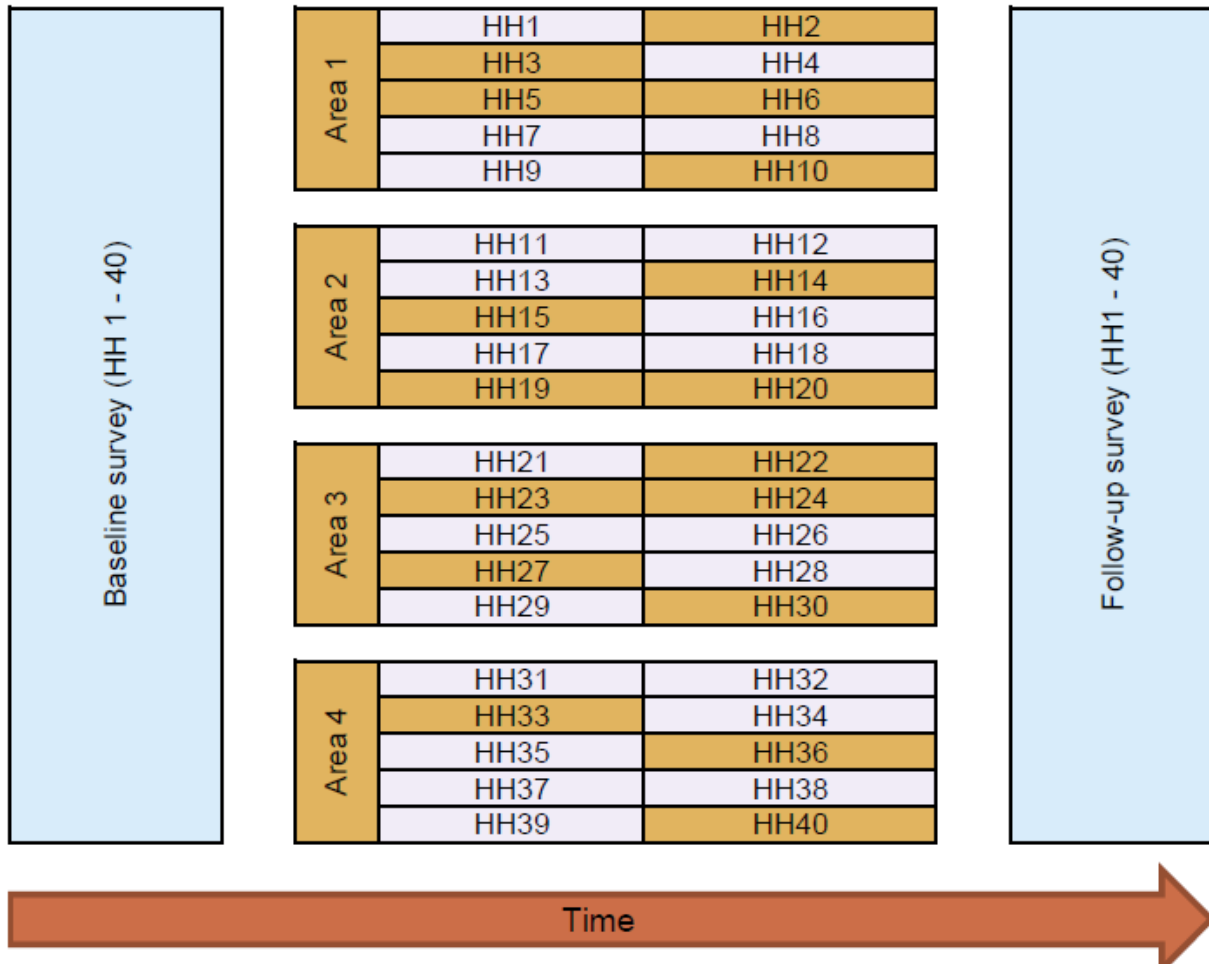
Resource 1.14: Visual explanation of project designs

Option 1: Phased implementation with before-after measurement and independent comparison group



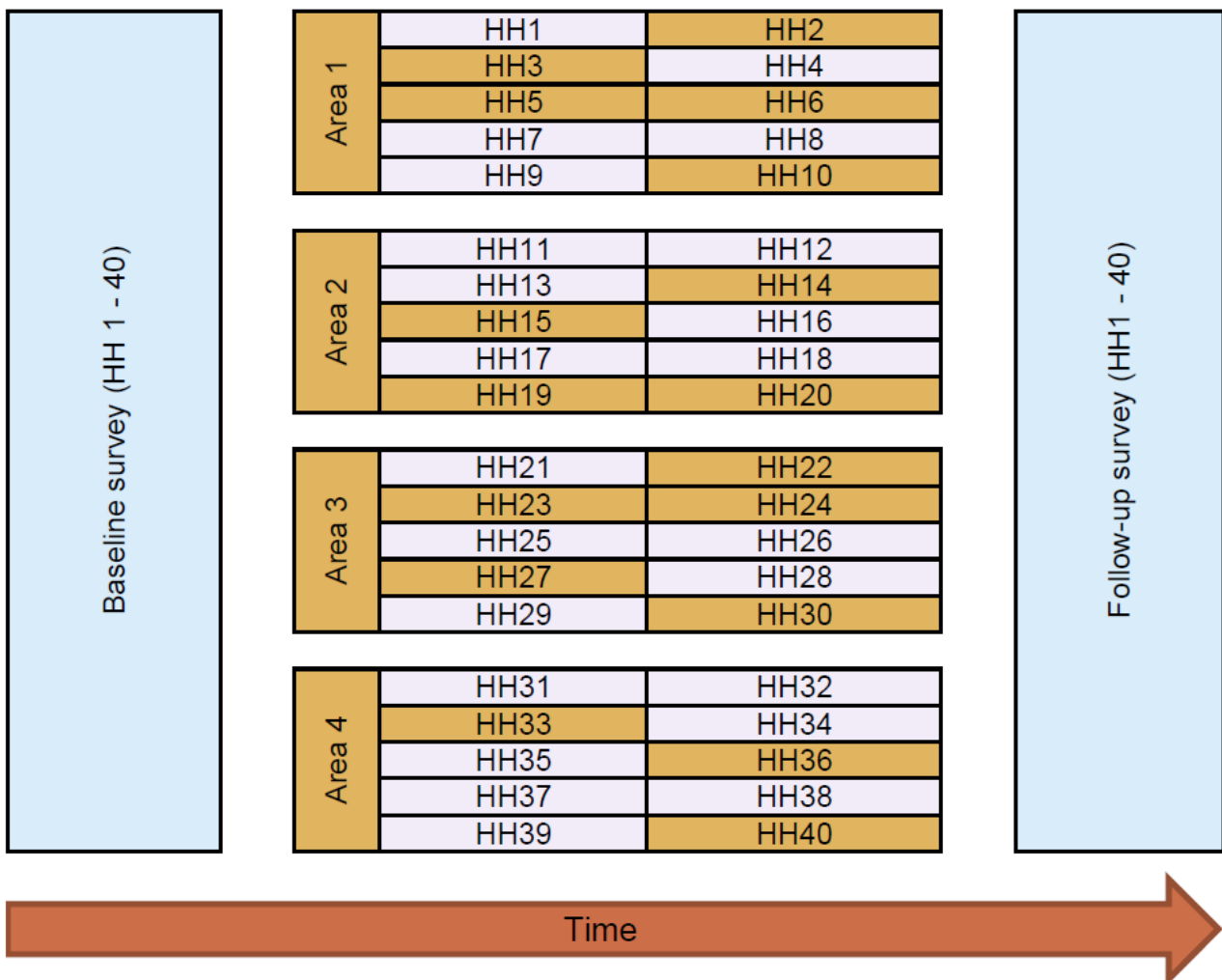
Areas that are targeted by the campaign are marked orange and areas that are not targeted by the campaign are light purple. Households in Areas 2 and 4 are not targeted in Implementation phase 1 and serve as comparison group. Irrespective of actual participation, all households in Areas 1 and 3 are considered as RANAS campaign group in the evaluation.

Option 2: Regular implementation with before-after measurement and a natural comparison group



Areas targeted by the campaign are marked orange. Those households that have participated are orange, and those households that have not participated are light purple. The latter serve as natural comparison group.

Option 3: Regular implementation with before-after measurement without comparison group.



Areas targeted by the campaign are marked orange. Those households that have participated are orange, and those households that have not participated are light purple. Whether a household has participated or not is not considered in the data analysis.