

## Planned Parenthood Of New York City

### **New Web-Based Evaluation Toolkit to Help NGOs Determine the Impact of Rights-Based Sexual and Reproductive Health Programs**

The New York Community Media Alliance (NYCMA) (PPNYC) international arm, the Margaret Sanger Center International (MSCI), and the International Planned Parenthood Federation/Western Hemisphere Region (IPPF/WHR) have developed a new web-based evaluation resource that will fill a significant gap in existing materials. The product, known as the STEPS (Steps to Transforming Evaluation Practice for Social Change) Toolkit, will be introduced at launch events in New York City, South Africa, and Mexico, beginning with an event held at PPNYC's lower Manhattan headquarters on December 10, 2007.



Through the support of the Ford Foundation, MSCI and IPPF/WHR developed this free resource to address the lack of materials for assessing the broader goals of comprehensive sexual and reproductive health programs such as those inspired by the ground-breaking International Conference on Population and Development held in Cairo, Egypt. Such programs work to advance sexual and reproductive health as fundamental human rights. Accordingly, they seek to empower women, engage men in the promotion of sexual and reproductive health, and foster a healthier view of sexuality throughout their lives.

#### **Simplicity in Access and Design**

Designed to work on the most basic computer systems, the resource can be downloaded in English and Spanish versions in both Word and PDF formats and is also available as a CD-ROM. The STEPS Toolkit employs a user-friendly interface that can be used by program developers, managers, and evaluators who are at any stage of program development or implementation.

After signing on to the resource, the user can download a guide that provides information on navigating the site's table of contents and its eight-module evaluation process. By completing the specific tasks within each module, the user creates a customized monitoring and evaluation plan. The Toolkit also includes three in-depth case studies, each of which demonstrates how the eight-module evaluation process has been carried out by different types of programs in three regions of the world. In addition, each module includes a variety of tools, including worksheets and exercises, links to more in-depth knowledge on key points, a glossary of terms, and a reference list with links to supplementary materials.

#### **Serving as a Catalyst for Change**

MSCI and IPPF/WHR believe that the STEPS Toolkit has the potential to significantly improve the quality of evaluation programs that are conducted around the world, while supporting the provision of rights-based sexual and reproductive health programs.

**Please visit the STEPS Toolkit at <http://www.stepstoolkit.org>**