

Population Consultation: A Powerful Means to Ensure that Health Strategies are Oriented Towards Universal Health Coverage

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Table 1. Methods of consultation

Methodology	Key features	Preparation	Timing*	Costs	Advantages	Challenges
1. Face-to-face dialogue with large population sample(s)	Face-to-face, open debate, open forum for exchange with the population at large	Good technical analysis in terms of content, organization and sampling; ensure media coverage and information/communication campaign	6–12 months	Expensive – face-to-face meetings, facilitation, long-term process, etc.	<ul style="list-style-type: none"> • Rich and deep debates • Priorities built by participants high visibility and wide media coverage • Direct population involvement may lead to better ownership • Greater accountability and transparency 	<ul style="list-style-type: none"> • Time needed for sound technical preparation • Resource- and time-intensive • Could be easily postponed in favour of more urgent government priorities • Outsourcing might be a solution but more expensive
2. Consultative methods with invited participants from different population groups	Face-to face, open debate, open forum for exchange with a closed (smaller) number of representatives of population groups and technical experts	Stakeholder analysis is important to ensure good representation. Good technical analysis in terms of content, organization and sampling	4–7 months	Less expensive than face-to-face dialogue with large population sample	<ul style="list-style-type: none"> • Rich and deep debates even if limited in size compared to large population sample • Thanks to limited number of participants, possibility of deeper technical discussions • Better ownership, accountability and transparency 	<ul style="list-style-type: none"> • Ensuring good representation is not easy • Resource-intensive especially in terms of facilitation, preparation, etc. • Analysis of qualitative methods (especially focus groups) is not straightforward and can be complicated
3. Survey types and survey tools	Can be either with invited/selected population groups or one-on-one and individual	Development of brief information sheets and survey questionnaires (by professionals)	2–3 months	Cheap to expensive, depending upon method and sampling	<ul style="list-style-type: none"> • Structured and semi-structured questionnaires are quick, low-cost and easy to analyse • Open or informal interviews allow the interviewer high flexibility • Telephone and mail-out interviews are cheap and allow the collection of large amounts of data 	<ul style="list-style-type: none"> • Structured and semi-structured questionnaires risk selection and interviewer bias • The data may lack depth • Face-to-face interviews can be time-consuming and subject to bias • Telephone and mail-out interviews may have low response rates

Sources: Bamberger, M. (Ed.) (2000) *Integrating Quantitative and Qualitative Research in Development Projects*. Washington, DC: World Bank. Kumar, K. (Ed.) 1993. *Rapid Appraisal Methods, World Bank Regional and Sectoral Studies*. Washington, DC: The World Bank. United Nations Development Programme (UNDP). 2009. *Handbook on Planning, Monitoring and Evaluating for Development Results*. New York, NY: United Nations Development Group. Retrieved May 28, 2014. <<http://web.undp.org/evaluation/handbook/documents/english/pme-handbook.pdf>>. United States Agency for International Development (USAID). 2010. *Performance Monitoring and Evaluation Tips: 5. Using Rapid Appraisal Methods*. Washington, DC: Center for Development Information and Evaluation. Retrieved May 28, 2014. <http://pdf.usaid.gov/pdf_docs/pnadw105.pdf>. United States Agency for International Development (USAID). 2011a. *Performance Monitoring and Evaluation Tips: 1. Conducting a Participatory Evaluation*. Washington, DC: Center for Development Information and Evaluation. Retrieved May 28, 2014. <http://pdf.usaid.gov/pdf_docs/pnadw101.pdf>. United States Agency for International Development (USAID). 2011b. *Performance Monitoring and Evaluation Tips: 2. Conducting Key Informant Interviews*. Washington, DC: Center for Development Information and Evaluation. Retrieved May 28, 2014. <http://pdf.usaid.gov/pdf_docs/pnadw102.pdf>. United States Agency for International Development (USAID). 2011c. *Performance Monitoring and Evaluation Tips: 10. Conducting Focus Group Interviews*. Washington, DC: Center for Development Information and Evaluation. Retrieved May 28, 2014. <http://pdf.usaid.gov/pdf_docs/pnadw110.pdf>. World Bank. 2004. *Monitoring and Evaluation for Results: Some Tools, Methods and Approaches*. Washington, DC: Author. Retrieved May 28, 2014. <http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2006/02/15/000012009_20060215093620/Rendered/PDF/246140UPDATED01s1methods1approaches.pdf>. World Health Organization (WHO). 2013. *WHO Evaluation Practice Handbook*. Geneva, CH: Author.