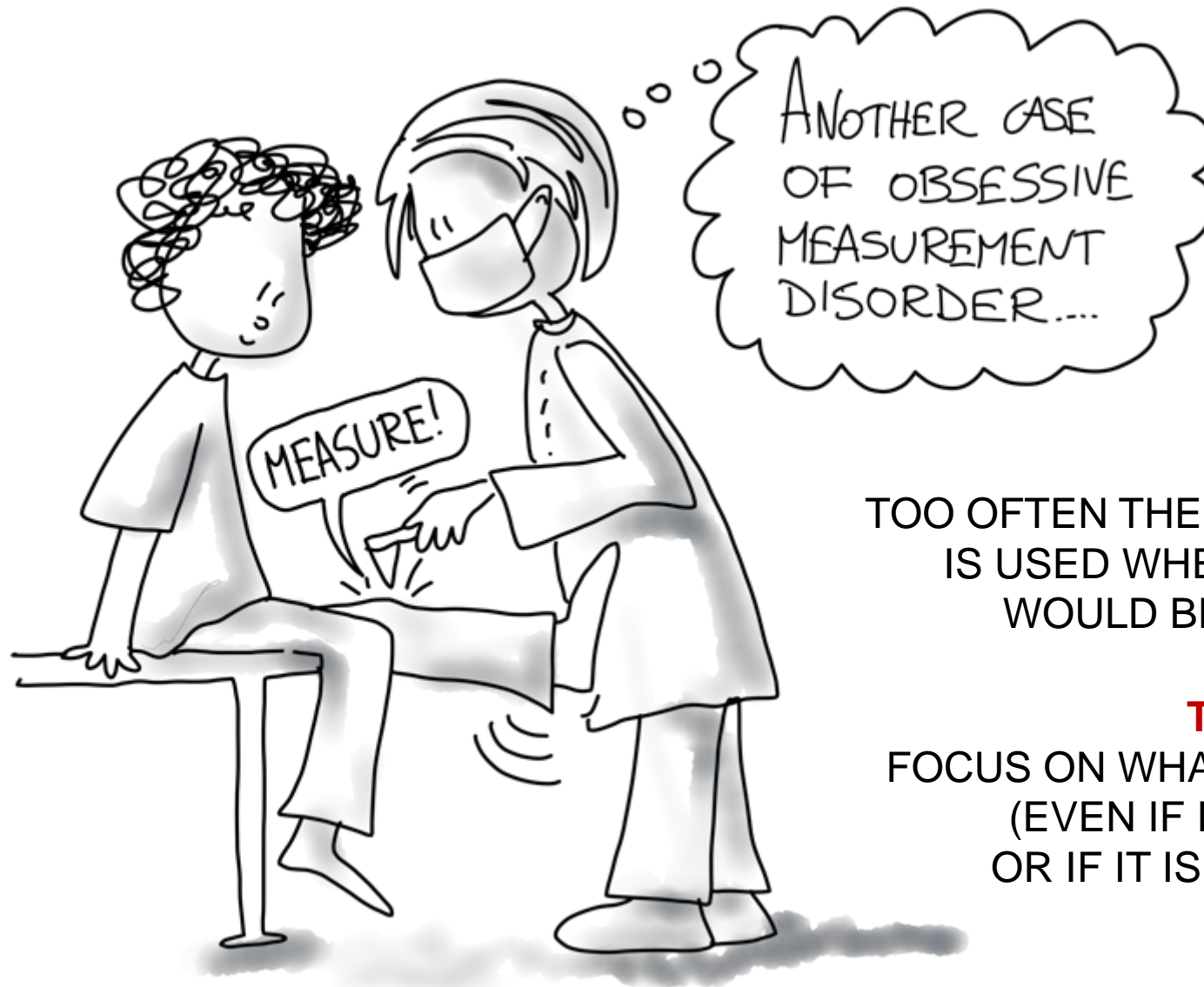# UNDERSTANDING FIRST

Why putting understanding

before measurement

matters

«Measure» as a knee jerk reaciton
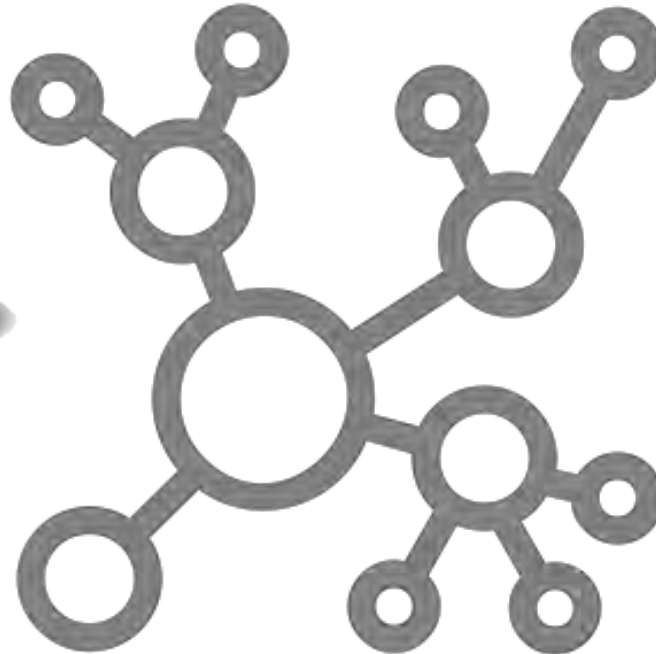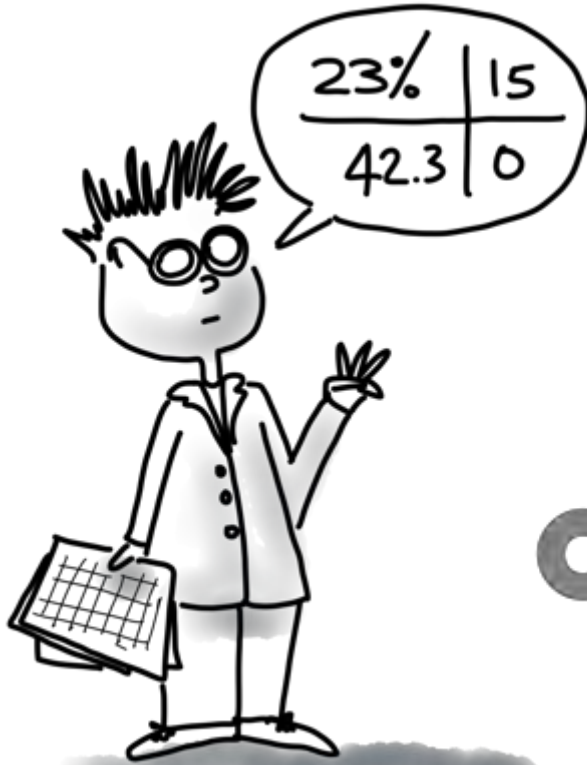

THE PROBLEM:
TOO OFTEN THE WORD «MEASURE»
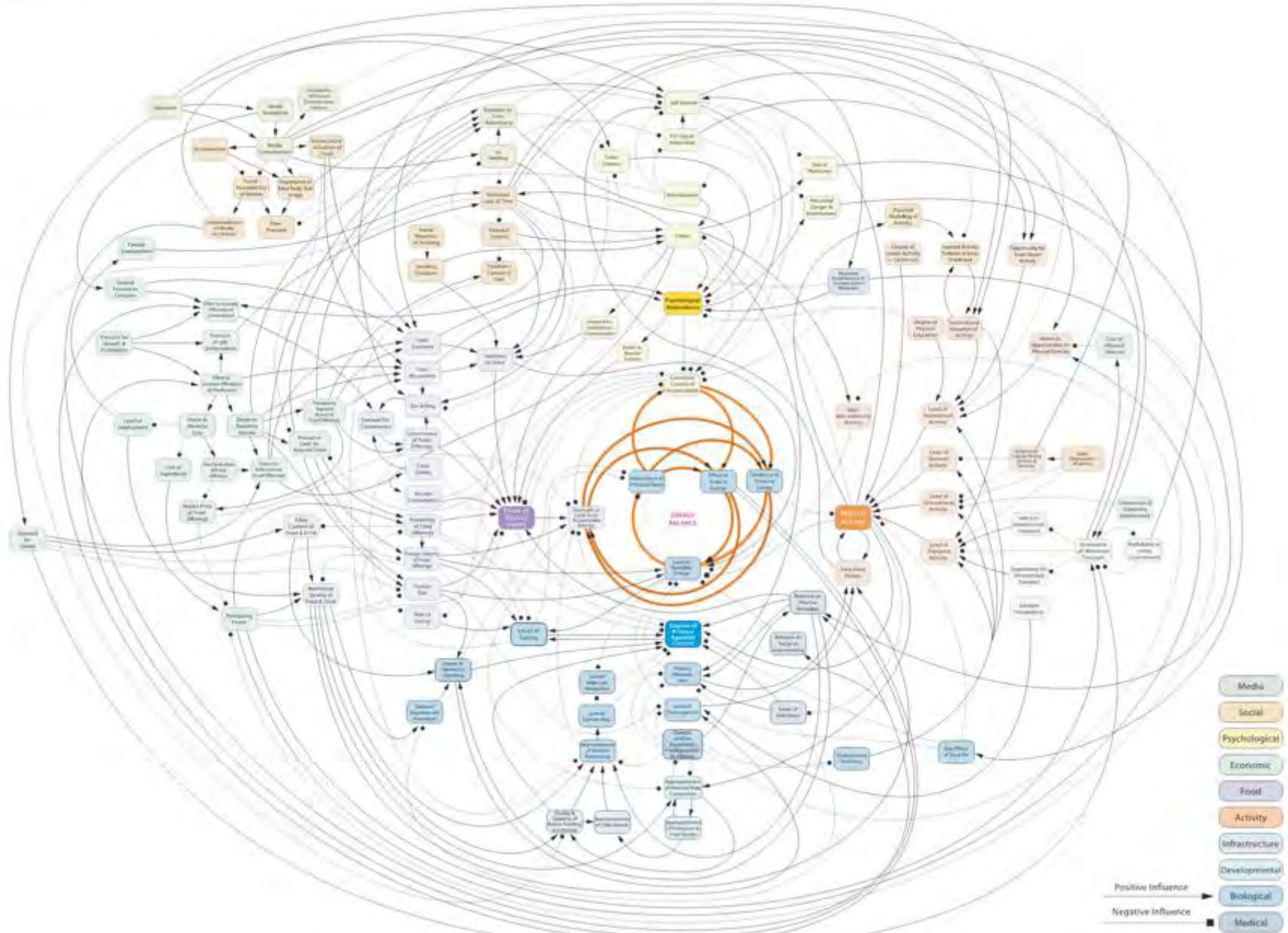IS USED WHEN *UNDERSTANDING*
WOULD BE A BETTER CHOICE

THE CONSEQUENCE:
FOCUS ON WHAT CAN BE COUNTED
(EVEN IF IT DOES NOT COUNT
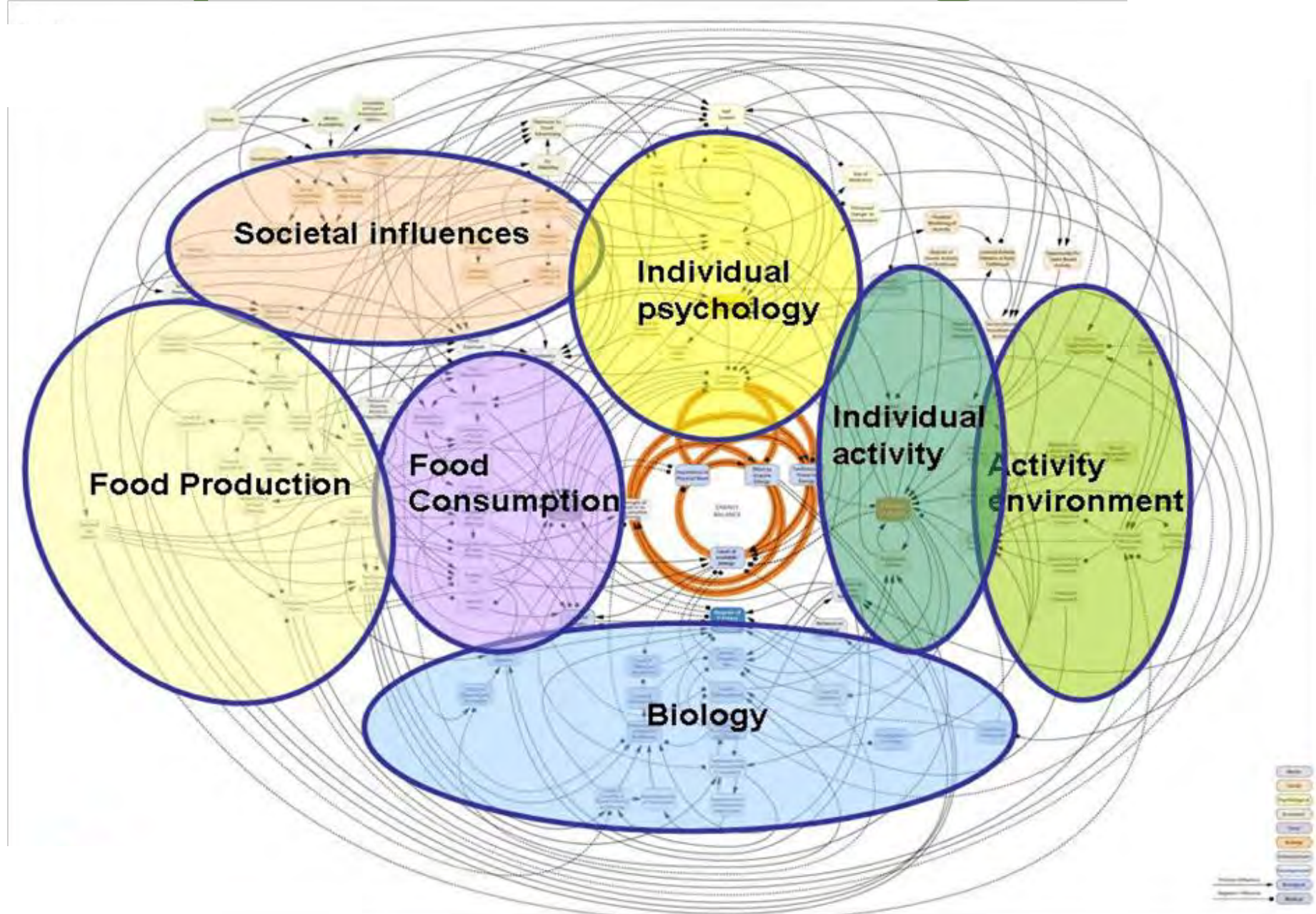OR IF IT IS NOT UNDERSTOOD)

What is "understanding"?

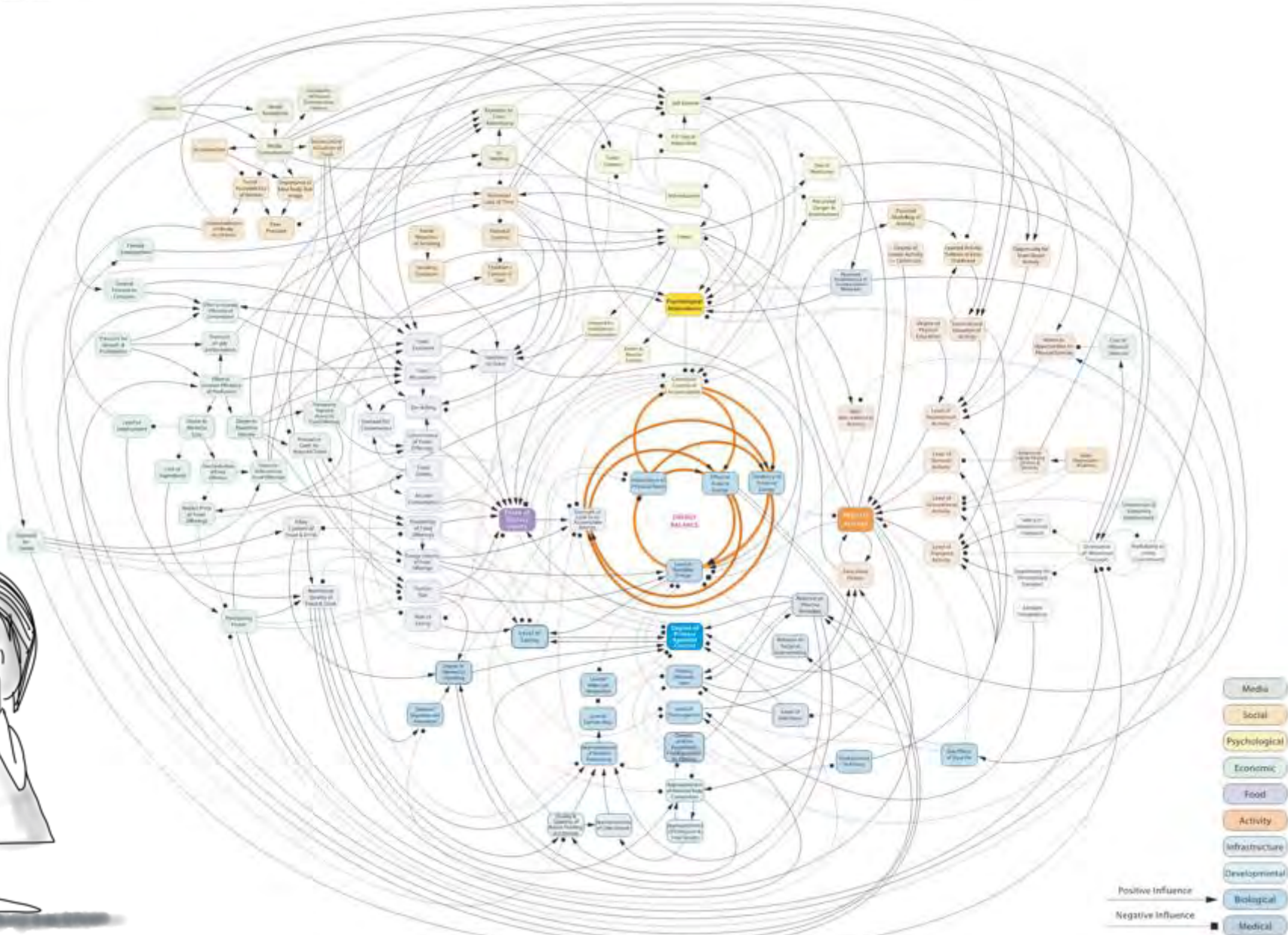# An example of «understanding»

An example of «understanding»

An example of «understanding»

An example of «understanding»

Obesity System Map

Legend:
- Media
- Social
- Psychological
- Economic
- Food
- Activity
- Infrastructure
- Developmental
- Biological
- Medical

Positive Influence →
Negative Influence ■→

An example of «understanding»

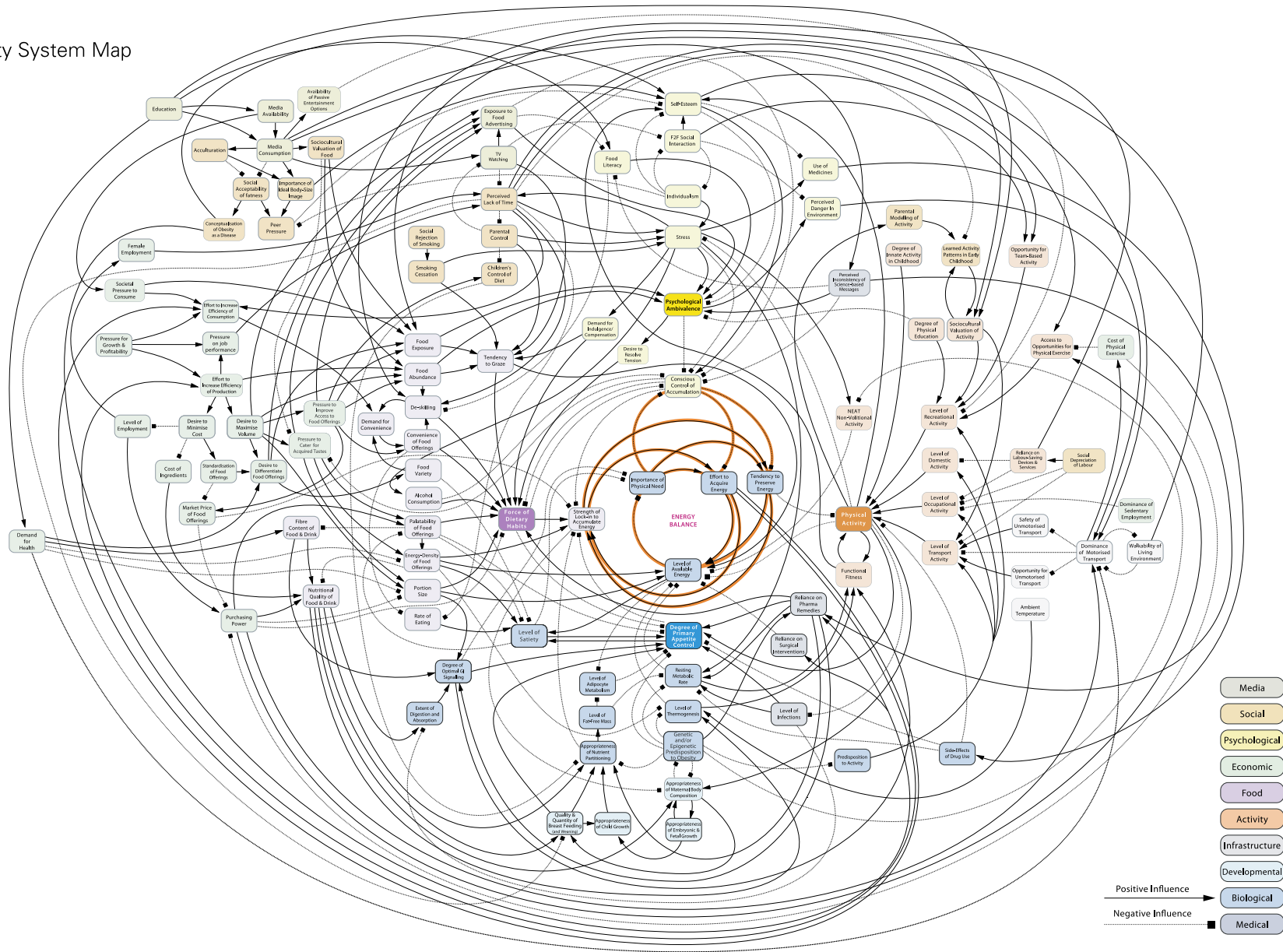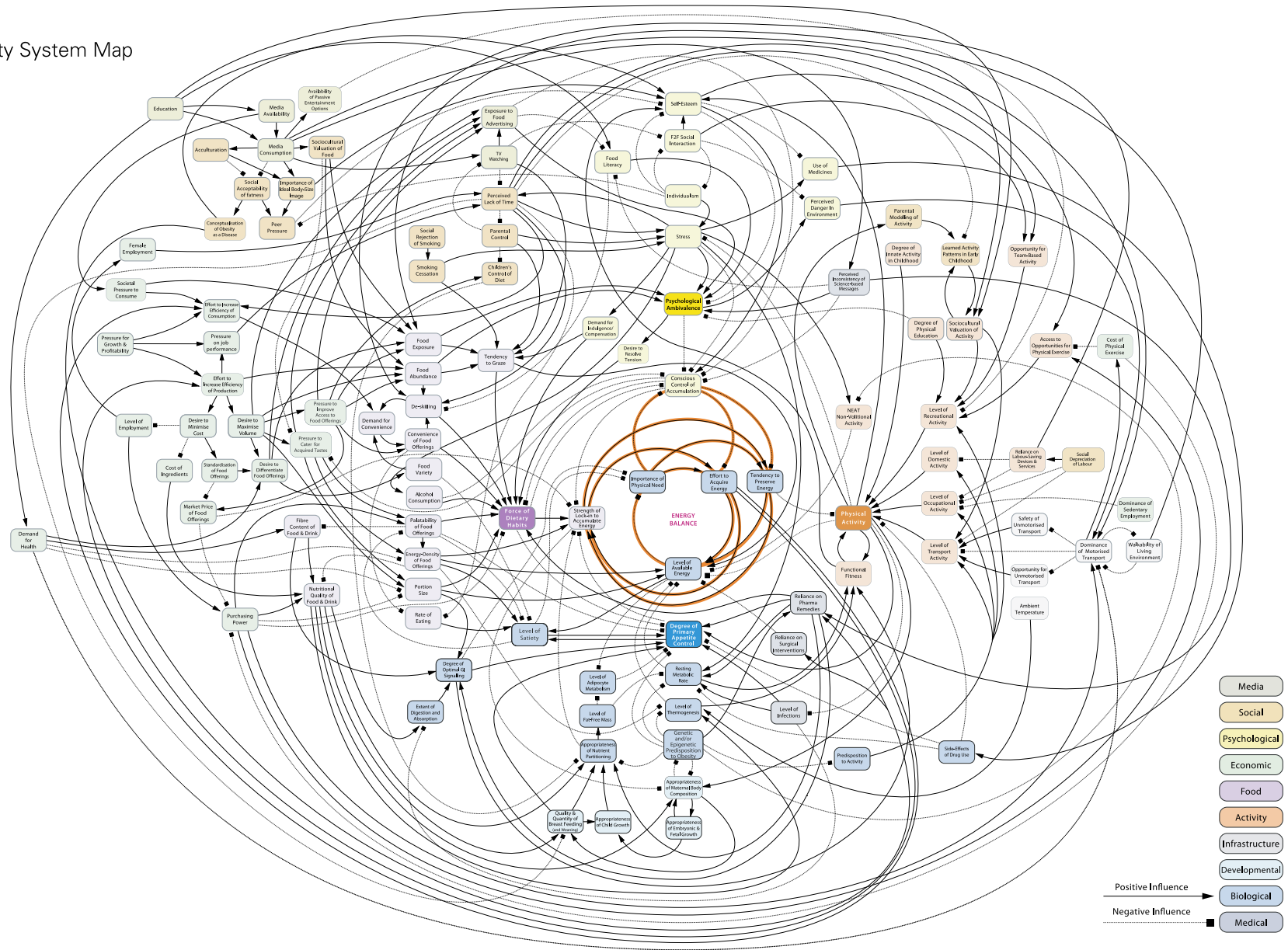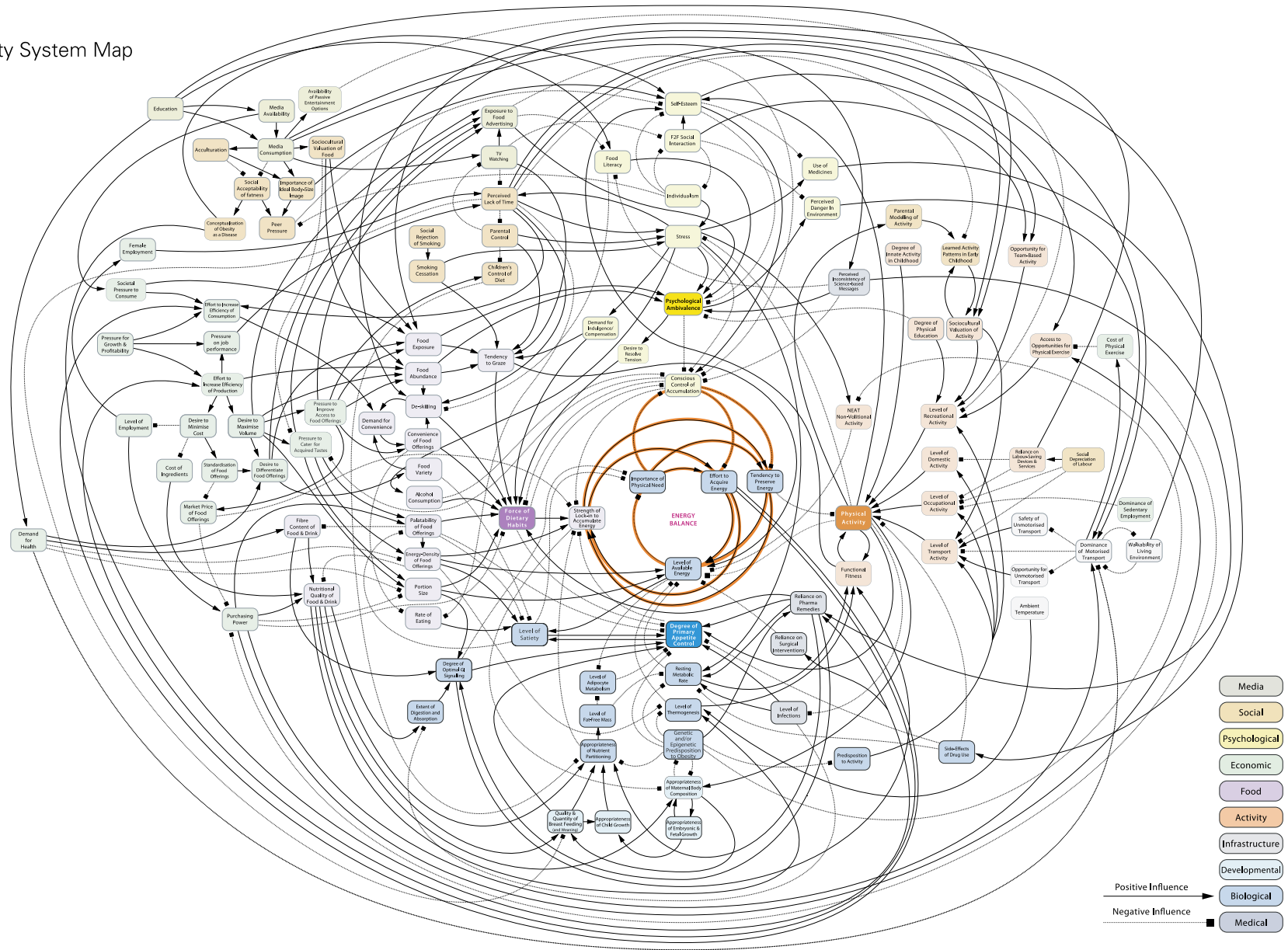Obesity System Map

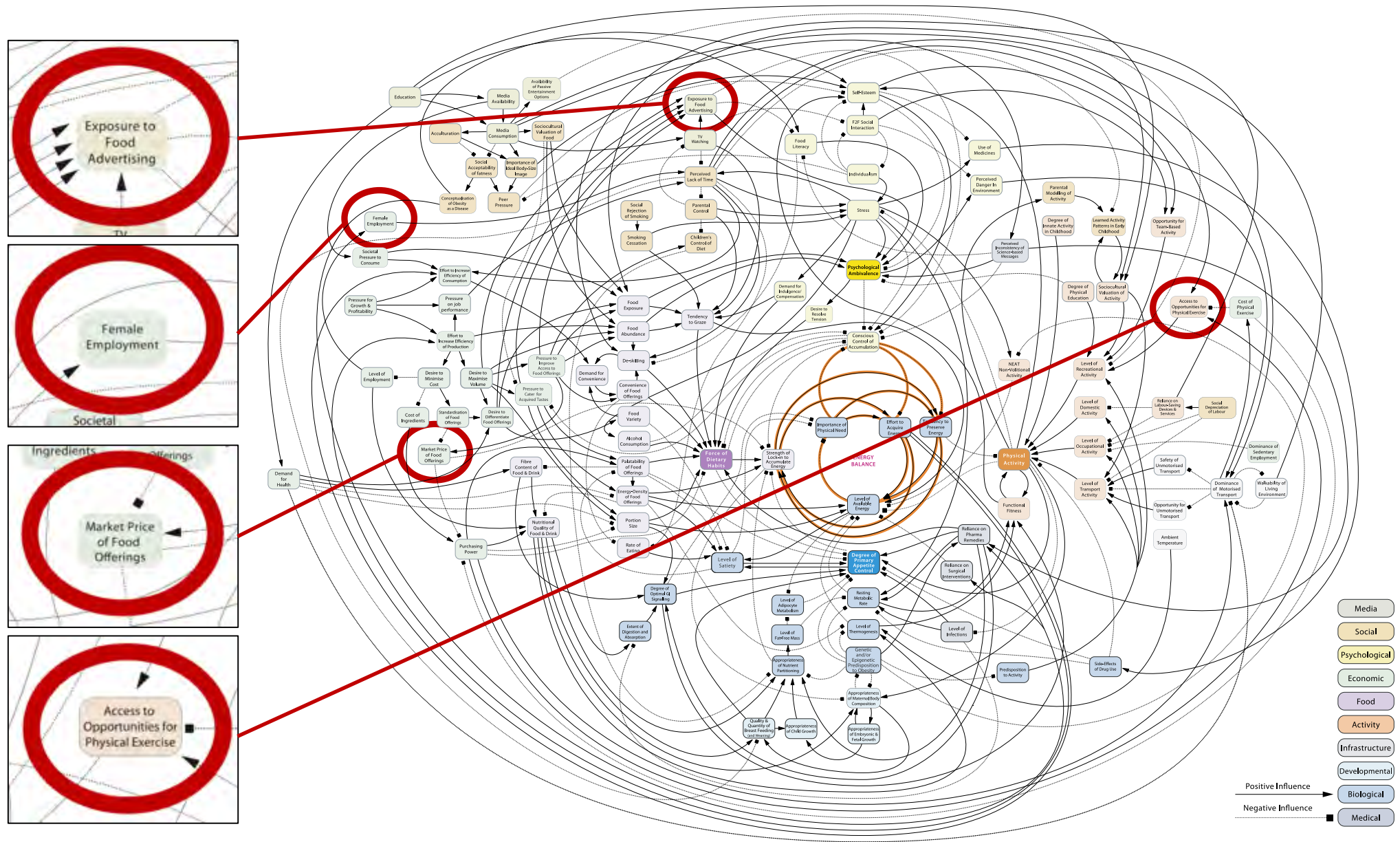# An example of «understanding»

Obesity System Map

Understanding -> ToC -> ToA

The challenge of hollow words

OBESITY is a medical condition in which excess body fat has accumulated to an extent that it may have a negative effect on health. People are generally considered obese when their body mass index, a measurement obtained by dividing a person's weight by the square of the person's height—despite known allometric inaccuracies—is over 30 kg/m²; the range 25–30 kg/m² is defined as overweight.

And what are "EMPOWERMENT"? …. "RESILIENCE"?….

Resilience: from "framework"...

Financial

Natural

Physical

Human

Insitutional

Social

... to factors of change...

... to factors of change...
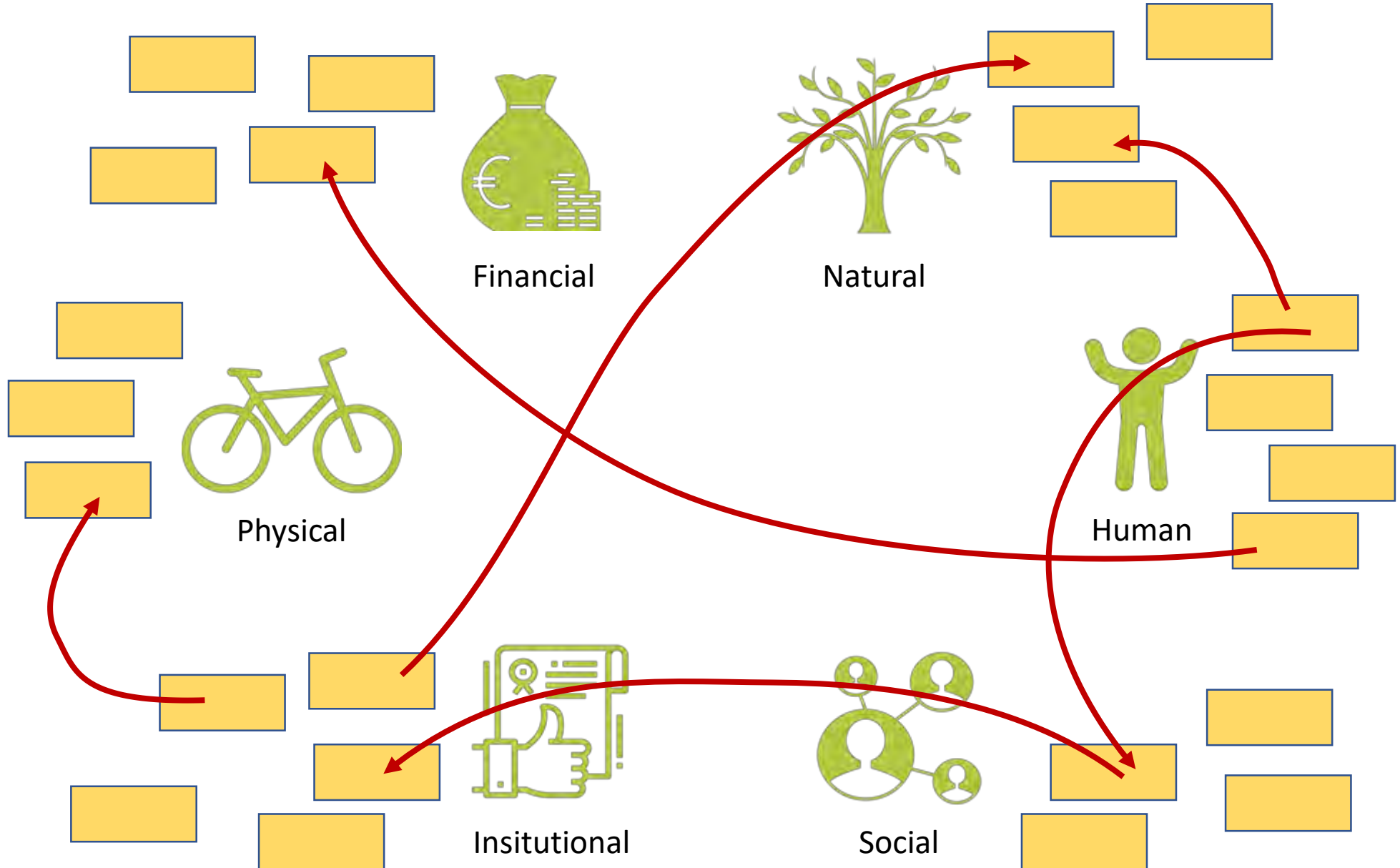

Financial

Natural

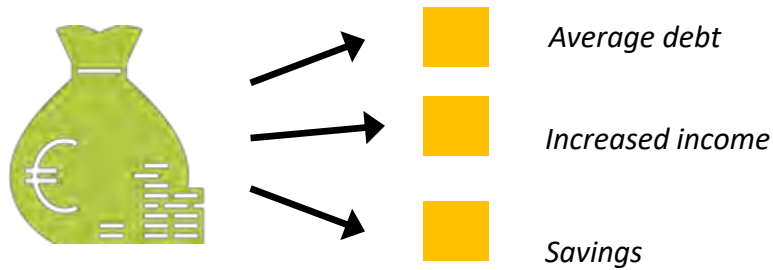Physical

Human

Insitutional

Social

… to linkages, and "systems"…
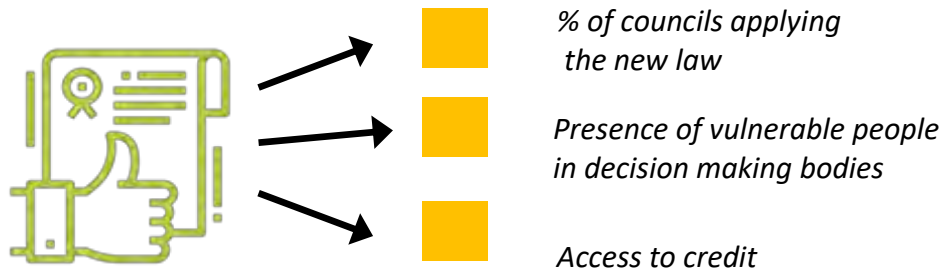

Financial

Natural

Physical

Human

Insitutional

Social

... (and some measures, maybe)

Within dimensions (the easy ones!)

- Average debt
- Increased income
- Savings

Within dimensions (the difficult ones!)

- % of councils applying the new law
- Presence of vulnerable people in decision making bodies
- Access to credit

Across dimensions

- % groups acquiring new assets
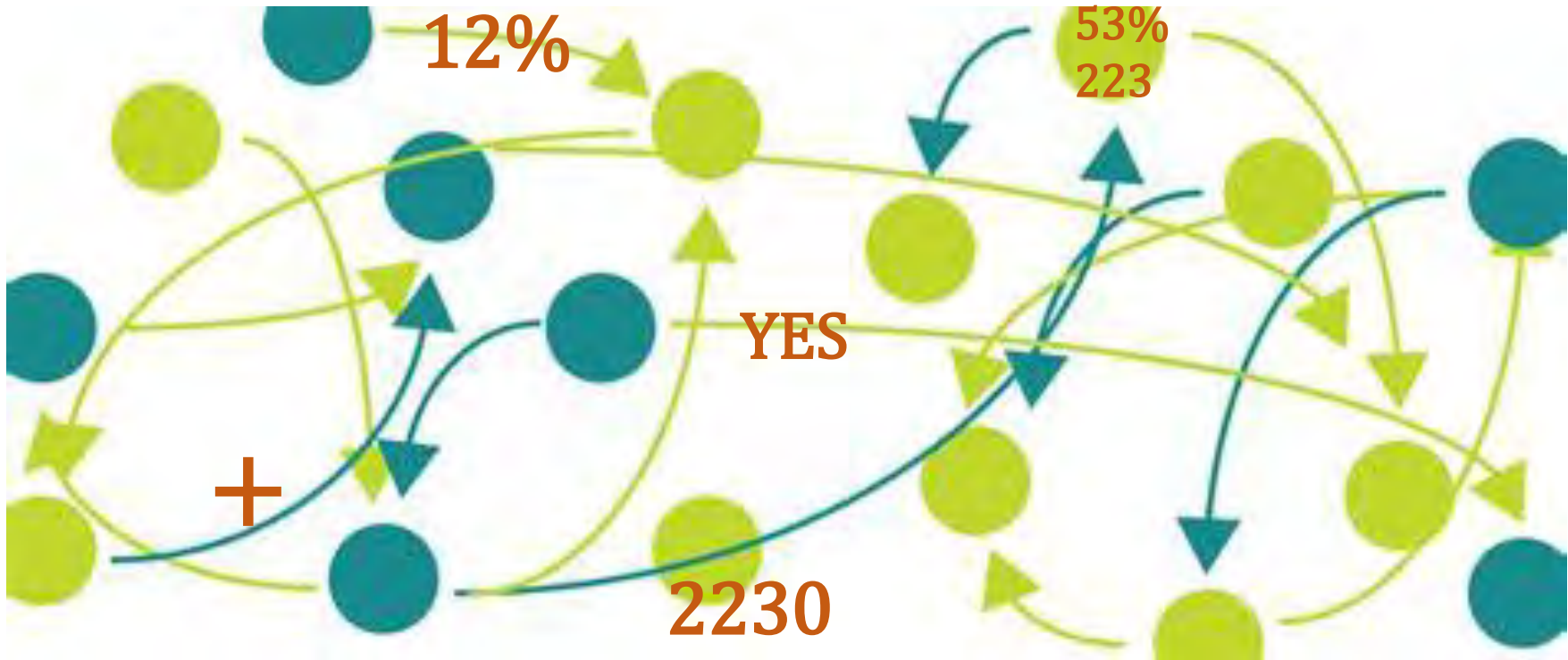- Increased in attendance to groups due to improved transport
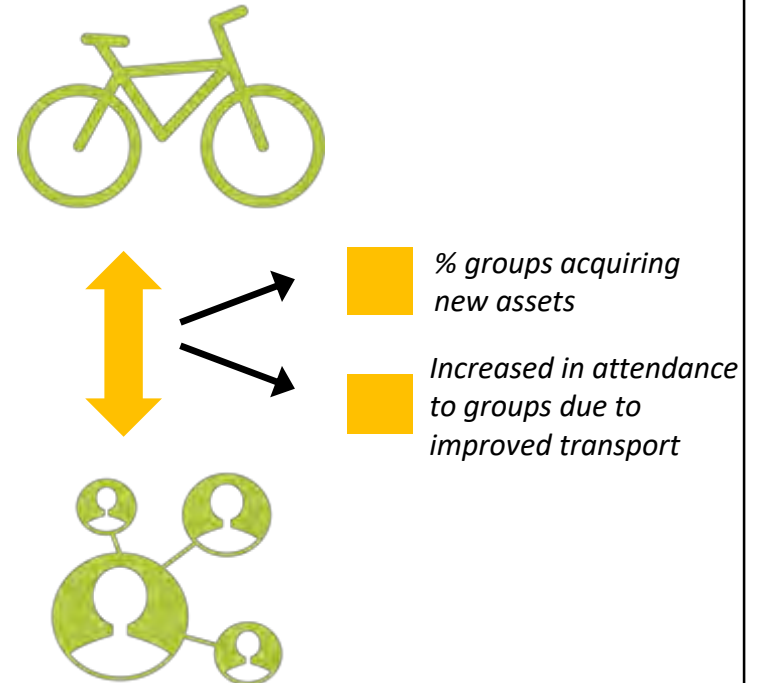
New thinking, for understanding

Measure only makes sense
within understanding

12%

53%
223

YES

+

2230
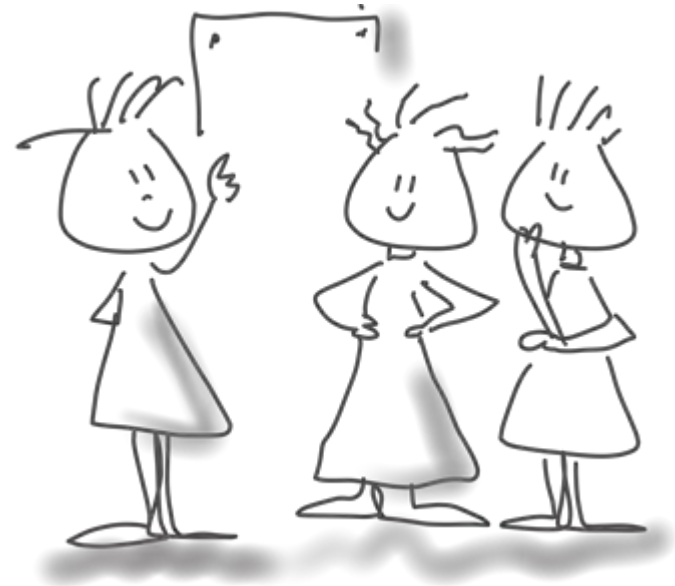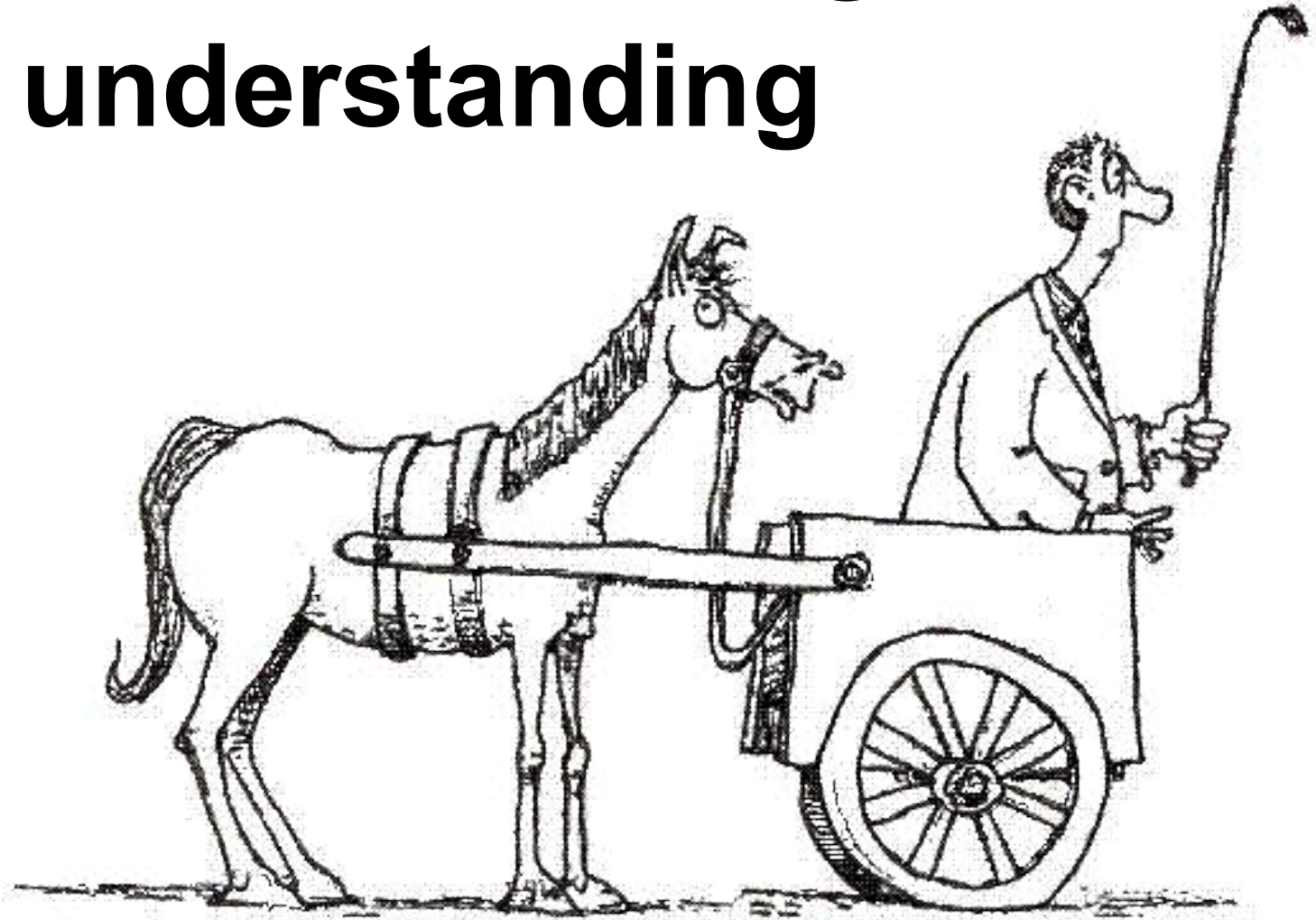
And for whom we measure?

During the programme cycle
We witnessed an increase of our
Resilience index of 3%, which is 0.1%
Above the target of the logframe

Do you realize that by doing this,
You achieved a better XXXX?
It doubled!
See... It is worth continuing!
Please, tell this to your neighbours!

Let's not put measuring before understanding

(how can you measure something you do not understand?)

Some questions for you

Do you feel that there is
an overemphasis on «measure»?

How do you address it?

What is your experience?