



WFP EVALUATION

How communication *did* lead to evidence use in Jordan

EvalForEarth session on communication and use
May 2026



World Food Programme

SAVING LIVES
CHANGING LIVES

We're not strategic enough





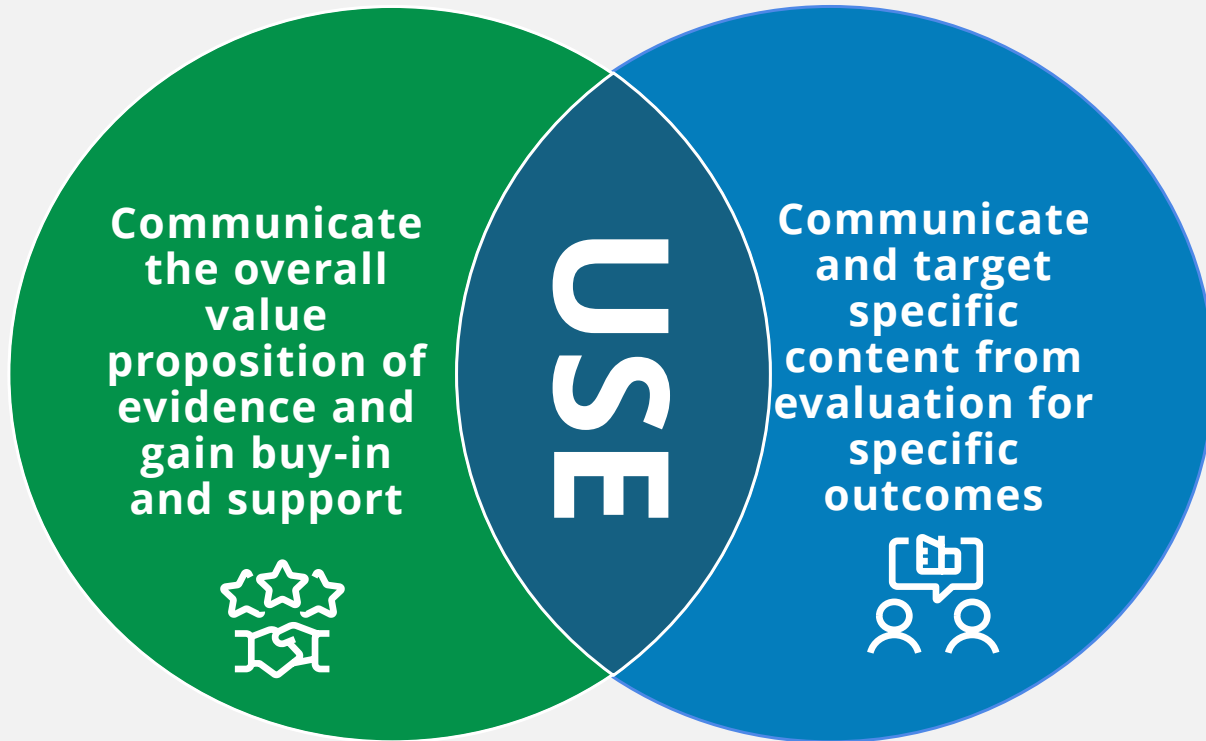
Jordan's National School Feeding Programme operates under the National School Feeding Strategy (2021-2025), launched in 2021



430,000 students reached in 2,314 schools with centrally procured high-protein biscuits



- The Government of Jordan requested WFP to pilot an **alternative school feeding model** preparing healthier school meals while creating jobs for women
- Implemented with RHAS, the model compares centrally-procured fortified date bars with a new **healthy meal model** assembled by local women in community-based kitchens



WHY?



WHY COMMUNICATE
THE EVALUATION?

≠

Why doing the
evaluation

- What change do you wish to see as a result of your communication?



1. To **share learning with programme colleagues** about how the healthy meal model compares with the centralized model
2. To **share the evidence in a compelling way that enables funders and partners to mobilize resources** for the healthy meal model
3. To **disseminate “what works” messages**, aligned with governmental policy development processes, to **allow scale-up of the healthy meal model**
4. To communicate the **programme’s impact with kitchen workers** highlighting the role they played in it
5. To inform the **impact evaluation community** about the evaluation and share its **academic relevance** beyond WFP



WHO?

- Who is best placed to **take action / make decisions** to obtain the change you wish to see?

PRIVATE
SECTOR

DONORS
COUNTRIES
PARTNERS

NGOs
CIVIL SOCIETY

MEDIA

PROGRAMME
TECHNICAL
STAFF

AFFECTED
POPULATIONS

EXECUTIVE
BOARD

WFP STAFF

WFP
SENIOR
MANAGE-
MENT

ACADEMIA

EVALUATION
COMMUNITY

PARLIAMEN-
TARIANS

UN
AGENCIES

GENERAL
PUBLIC

LOCAL
GOVERNMENT

WFP Programme



To **share learning** about how the healthy meal model compares with the previous model

Funding partners



To share the evidence in a compelling way that enables **funders and partners to mobilize resources** for the healthy meal model

Government of Jordan



To disseminate “what works” messages, aligned with governmental policy development processes, to allow scale-up the healthy meal model

Kitchen workers



To communicate the programme’s impact with kitchen workers and school children, and the role they played in it

Impact evaluation community



To inform the impact evaluation community about the evaluation and share its academic relevance beyond WFP



WHAT?

- What does each stakeholder group **need to know**?
 - This will likely differ from one group to another

WFP Programme



Practical lessons to improve the programme implementation (using action verbs)

Funding partners



Messages on impact, and scalability of the healthy meal model

Government of Jordan



Evidence messages related to policy decisions for example women in labour force

Kitchen workers and children



Simple messages on role in programme

Impact evaluation community



Technical information on method, findings



Launch of impact evaluation report aligned with government event



WHEN?



- Identify **key opportunities to communicate** during the evaluation lifecycle (events, forums) in collaboration with the key stakeholder you want to reach
- Align with **policy-making or funding cycles**
- Use **international days, wider media narrative and global events** as a source for timing broader external communication



Aligning evidence dissemination with government policy cycle and funding allocation

Following the evaluation, the government allocated **US\$2 million** in domestic resources to support the model and secured an additional **US\$4 million** in partnership with the World Bank and the Dutch government to continue the evidence-based programme



WHERE?



- What are the **channels** that will get your message through to each specific stakeholder?

In February 2024 and June 2025, WFP Jordan organized two strategic events that brought together representatives from the national and local-level government, community leaders, and the international donor community to share findings and discuss their policy implications.





Evidence use in action: Revolutionizing evidence sharing to beneficiaries and communities



WFP Evaluation · 4 min read · Nov 28, 2025

Ananda Paez, Khaled Ayoub, Nicola Theunissen and Simone Lombardini

In Jordan, women working in community kitchens help prepare daily school meals for thousands of children every day.

Evidence from an impact evaluation shows that this work has helped children stay in school and improve their nutrition. Yet, until very recently, the women had a limited understanding of just how impactful their daily meal preparation was.

Impact evaluations are powerful tools for understanding what works in development and humanitarian programmes. But too often, the very people who contribute their time and experiences to these studies never learn about

You reposted



WFP Jordan · Feb 7, 2024

Unveiling impact evaluation results of the National School Feeding Programme in #Jordan w/ @edugovjo & @WorldBank.

Findings: the healthy meal model enhances children's attendance, dietary diversity & energy levels, and boosts kitchen workers' income.

Promising impact! ✨



You and 4 others

REPORT

BRIEFS AND
LESSONS
LEARNT

EMAIL
MESSAGES

TALKING
POINTS AND
PPT'S

INTERVIEWS

ABSTRACTS

VIDEO

NEWSFLASH,
NEWSLETTER

PRESS
RELEASE

CASE
STUDIES/
SUCCESS
STORIES

TWEET,
LINKEDIN,
FB, IG
POST

BLOGS

PODCAST/
SOUND
BITES

POSTERS/
BANNERS

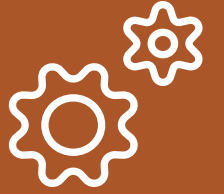
DRAWINGS
CARTOONS
PAINTINGS

FEATURES OR
OPINION
PIECES

PRINTED
BROCHURES
OR
PAMPHLET

DRAMA OR
ROLE PLAY

HOW?



- What is the best **format** for your audience to consume the information?





WFP EVALUATION



Impact Evaluation of the School Meal Programme in Jordan

Impact Evaluation Report

OEV/2022/036



WFP EVALUATION



SAVING LIVES. CHANGING LIVES.

IMPACT OF SCHOOL MEALS IN JORDAN ON CHILDREN IN SCHOOLS

KEY EVIDENCE 🔑

Providing healthier meals in schools significantly improved children's diets. They ate a wider variety of foods and were less likely to bring extra food or money to school. Physical activity levels increased, and absences decreased by approximately one day per school year. Although the evaluation found no significant changes in attention, learning, or cooperation, boys showed greater improvements in nutrition and physical activity. The impact evaluation highlights the potential of school feeding programmes to enhance children's well-being.

Jordan's National School Feeding Programme (NSFP) is part of the National School Feeding Strategy (2021-2025) launched by the Government of Jordan in 2021. Every day, the NSFP provides over 430,000 students from 2,314 schools in vulnerable areas across the country, with centrally procured date bars or high-protein biscuits. The Government of Jordan asked the United Nations World Food Programme (WFP) Jordan Country Office to pilot an alternative school feeding model which aims to increase children's nutritional diversity through healthier meals, and foster socioeconomic development in vulnerable areas¹ by creating jobs for women.

In partnership with the Royal Health Awareness Society (RHAS), the new model introduces two important features: moving towards healthier school meals distribution, and shifting from centralized to decentralized procurement of school meals. Under this model, community-based organizations (CBOs) run kitchen facilities to deliver healthier meals to children. WFP in partnership with the Government of Jordan and the World Bank conducted a rigorous impact evaluation using a randomized controlled trial to examine the effects of the new school-meals delivery model within Jordan's National School Feeding Programme. The impact evaluation analysed how this change in meal composition affected children's nutritional diversity, behaviour, education and learning outcomes.

¹ Areas where at least 25 percent of the population fall below the poverty line.

November 2024



WFP EVALUATION



SAVING LIVES. CHANGING LIVES.

IMPACT OF SCHOOL MEALS IN JORDAN ON KITCHEN WORKERS AND HOUSEHOLDS

This impact evaluation analyses the impacts of the change in the procurement model on school outcomes and kitchen workers' employment opportunities, income, and other socioeconomic outcomes.

KEY EVIDENCE 🔑

Women who receive a job offer are significantly more likely to remain employed during the intervention period compared to those who don't. **Their income more than triples**, and their household income increases by a third. **Savings and non-food expenditures** also increase in households where women receive job offers.

Workers report marginally **higher life satisfaction and male household members report less restrictive attitudes** towards women earning more than their husbands. No short-term impacts were found on other outcomes such as bargaining power, social cohesion, food consumption and coping strategies.

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¹ Areas where at least 25 percent of the population fall below the poverty line.

November 2024

SCHOOL-BASED PROGRAMMES IMPACT EVALUATION WINDOW

School-based programmes are one of the most extensive social safety nets worldwide. There is a growing need for more evidence to inform the trade-offs in school-based programmes' designs and implementations and understand how they can play an important role as a social safety net protecting boys and girls during shocks.

In 2021, the [World Food Programme](#), in partnership with the [World Bank](#), launched the [School-based Programmes Impact Evaluation Window](#) to generate a portfolio of impact evaluation evidence to inform policy decisions and programmes. Since then, five experimental impact evaluations have started in The Gambia, Jordan, Burundi, Guatemala and Malawi.

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برنامج الأغذية العالمي / محمد بطا



تقييم برنامج الأغذية العالمي

النتائج الرئيسية



1

زاد تنوع النظام الغذائي لدى الأطفال الذين يتلقون وجبات صحية بمقدار ربع مجموعة غذائية مقارنةً بالأطفال الذين يتناولون بسكويت التمر حيث ساهمت الوجبات الصحية في رفع استهلاك الفواكه والخضروات ومنتجات الألبان

تحسّن السلوك الغذائي للطلبة في المدارس التي تقدم وجبات صحية حيث أصبحوا أقل احتمالاً لإحضار طعام أو مصروف إضافي إلى المدرسة ما يشير إلى أن الوجبات الصحية حلّت محل الوجبات المنزلية أو التي يتم شراؤها من مقصف المدرسة ما ساعد في تقليل العبء المالي على أولياء الأمور في توفير وجبات مدرسية لأطفالهم

شجعت الوجبات الصحية أيضاً على تبني سلوكيات صحية أخرى حيث أصبح الأطفال في المدارس التي تقدم وجبات صحية أكثر نشاطاً من الناحية الجسدية وأقل شعوراً بالتعب كما وجدوا سهولة أكبر في التركيز على التعلم مقارنةً بالأطفال في المدارس التي تتلقى بسكويت التمر

تراجعت نسبة الغياب بمقدار يوم واحد في السنة الدراسية (2022-2023) في المدارس التي تقدم وجبات صحية وذلك وفقاً للبيانات الإدارية للمدارس التي تم تضمينها في العينة. ولكن لم يسفر التغيير في نسبة الحيات عن أي تحسّنات ملحوظة في مدى انتباه الطلاب أو ذاك تم الاكبة كما تم

ما تأثير توفير وجبات مدرسية صحية على تنوع النظام الغذائي لطلبة المرحلة الابتدائية ومدى انتباههم ونتائج التعليم والتعلم لديهم؟

الأدلة الرئيسية

أثر تقديم وجبات صحية على تنوع تغذية الأطفال وسلوكهم ونتائج التعليم والتعلم لديهم. حيث حسّنت وجبات المدارس الصحية النظام الغذائي للأطفال بشكل كبير، فجعلتهم يتناولون مجموعة متنوعة من الأغذية، كما قللت من احتمالية إحضارهم لطعام إضافي أو مصروف إلى المدرسة كما ارتفعت مستويات النشاط الجسدي وانخفضت حالات الغياب بقرابة يوم واحد في السنة الدراسية. وعلى الرغم من أن التقييم لم يجد أي تغييرات كبيرة في الانتباه أو التعلم أو التعاون، إلا أن الفتيان أظهروا تحسناً أكبر في مستويات التغذية والنشاط الجسدي. يسلم تقييم الأثر الضوء على قدرة برامج التغذية المدرسية على تعزيز رفاهية الأطفال

تأثير الوجبات المدرسية في الأردن على الأطفال في المدارس

يعد البرنامج الوطني للتغذية المدرسية في الأردن جزءاً من الاستراتيجية الوطنية للتغذية المدرسية (2021-2025)، التي أطلقتها الحكومة الأردنية في عام 2021. يُقدّم هذا البرنامج يومياً وجبات لأكثر من 430,000 طالب وطالبة في 2,314 مدرسة تقع في



WFP EVALUATION

HOW IMPACT EVALUATION EVIDENCE SHAPED GOVERNMENT DECISION-MAKING IN JORDAN

Introduction

The **Government of Jordan** has embarked on an ambitious effort to strengthen its **National School Feeding Programme**.

Evidence from an **impact evaluation** conducted by the World Food Programme's Impact Evaluation Unit and the World Bank, in partnership with the WFP Jordan Country Office and the Royal Health Awareness Society, played a key role in Jordan's long-term decision-making and strategic direction for the programme.

This case study illustrates how rigorous evidence, generated through a randomized controlled trial, translated into **concrete policy change, increased domestic financing, and programme scale-up**.

Programme overview

Jordan's National School Feeding Programme is part of the Government's National School Feeding Strategy (2021-2025), under which over 430,000 students in 2,300 schools receive centrally procured date bars or high-protein biscuits as a school meal every day.

The Government of Jordan asked WFP to pilot and test an alternative school feeding model, which aims to:

- Increase children's nutritional diversity by providing healthier meals, and
- Foster socioeconomic development in poverty pockets by providing employment opportunities for women

Under this new "Healthy Meal" model, nutritious meals are prepared by community-based kitchens which employ local women to assemble and package meals for children – a programme component that was of particular interest to the Government of Jordan, because of low participation of women in the labour force (estimated to be only 14%).

Evaluation findings



Children's nutritional diversity, behaviour, education and learning outcomes

The impact evaluation demonstrated that, after one scholastic year, the "Healthy Meal" model significantly improved children's diets. They ate a wider variety of foods and were less likely to bring extra food or money for food to school. Physical activity levels increased, and absences decreased by approximately one day per school year. Although the evaluation found no significant changes in attention, learning or cooperation, boys showed greater improvements in nutritional behaviour and physical activity.

<p>1 What is the impact of formal wage employment outside the household on women's social and economic empowerment?</p>	<p> The impact evaluation results show significant positive impacts on women's economic empowerment. Women with a job offer are five times more likely to be employed whether in community-based kitchens or other jobs, compared to those who did not receive a job offer (69 percent compared to 15 percent). The offer of formal wage employment marginally increases women's desire to stay in the labour force (78 percent compared to 71 percent).</p> <hr/> <p>There were notable increases in applicant and household income. The monthly income of eligible applicants with job offers more than tripled compared to those without job offers (176 JOD compared to 52 JOD) and the monthly household income of eligible applicants rose by a third (456 JOD compared to 340 JOD). When comparing employed to not-employed applicants, individual income is more than five times higher, and household income is more than 1.5 times higher.</p> <hr/> <p>In terms of social empowerment, the impact evaluation detects small but significant improvements in women's life satisfaction. Other psychosocial outcomes do not appear to be affected. Applicants with job offers report higher satisfaction with life, with a score of 21.67 that is higher than the score of the comparison group of 20.81, and the difference being significant at the 10 percent level.</p> <hr/> <p>Marginal improvements were noted in male household members' attitudes towards women's income. However, there was no significant impact on intra-household decision-making.</p>
<p>2 Does women's formal wage employment outside the household impact households' consumption and food security?</p>	<p> Households with job offers are more likely to save (28 percent compared to 23 percent), save about 50 percent more (5.5 JOD compared to 3.7 JOD) and increase non-food spending by about 10 percent. However, job offers did not seem to affect food consumption, food expenditure per capita and food security.</p>
<p>3 Does women's employment in community-based kitchens impact their trust and social cohesion in the communities in which the kitchens are based?</p>	<p> There are no indications that job offers for kitchen employment impact women's social capital and trust in the community.</p>

POLICY RESEARCH WORKING PAPER

11208

An Apple a Day

The Impact of Healthier School Meals
on Children in Jordan

Simone Lombardini

Florence Kondylis

Benedetta Lerva

Jonas Heirman

Roshni Khincha

Hannah Uckat

Spotlight:
**How to communicate
evaluation findings to the
COMMUNITIES WE SUPPORT**





**“The response was immediate,
meaningful, and emotive”**

A woman from
Mafraq Kitchen:
“Seeing the video
makes me proud
of my work and
gives me even
more motivation
to come to work
every day.”





1. High demand for evidence
from key stakeholders

2. Evidence advocates

THANK YOU