

## Moving beyond Total Impact: Using all your Impact 2 Results

When using the Organization mode in Impact 2, the model can generate three versions of your results: Total Impacts, Incremental Impacts, and National Contribution. What do these mean and how can you use them in communicating the importance of your work.

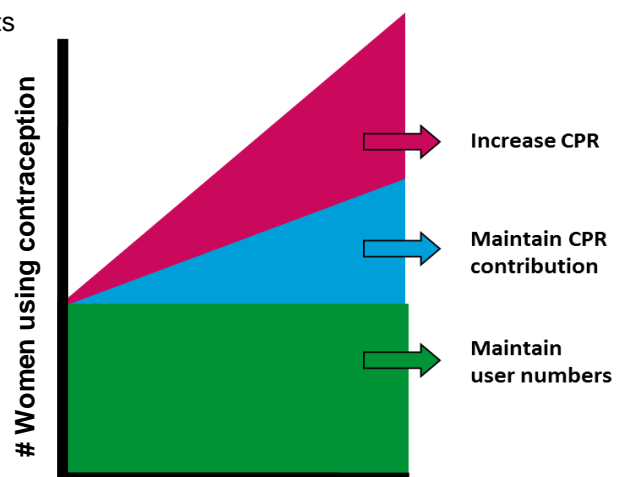
The model requires you to confirm or enter information on your Client Profile in order to generate Incremental Impacts and National Contribution. See “Adopters, Continuers, and Provider Changers in Impact 2: What do these mean for your impact?” for more information on client profile.

### Total Impacts vs. Incremental Impacts vs. National Contribution Impacts

**Total Impacts**, the first results shown, describe the total demographic, health, and economic impacts of the services you have provided or plan to provide. These are the results you will use most often.

**Incremental Impacts**, the second set of results provided, count only those impacts for which your programme is uniquely responsible, or in other words, counts the impacts that would not exist without your programme. This measure takes into account your client profile and the % of clients you served that were “taken” from other providers, discounting the impact produced by serving these particular clients as those impacts would have been generated regardless of your work if those clients had continued with their previous provider.

**National Contribution**, the third set of results provided, counts only those impacts from your users who are contributing to a national reduction in burden, i.e. only impacts to women contributing to increasing CPR. By increasing CPR, you protect more women from the risk of unintended pregnancy, and therefore from other risks such as maternal death. These results take into account your client profile, the services you provided/intend to provide, and national level data on CPR & population growth. In order to create national level change in CPR, your programme will need to maintain its contribution to CPR by sustaining existing users while also reaching enough family planning adopters to keep up with population growth and then can begin grow your national level contribution by reaching additional users.



National contribution results assume that:

- All other providers at least maintain their contribution (or else your increased contribution would only offset those declines from other providers rather than lowering national burdens),
- your client profile is accurate, and
- there are no unexpected national changes in risk (e.g. maternal mortality doesn't dramatically increase)

## When to use each result?

All three sets of results serve a different function of estimating the impact of your programme and may resonate with a different audience when sharing the results. We recommend that you always show total impacts, but, in some cases, might also include incremental and national contribution results.

**Total Impacts** are what you will likely use most often as they provide a full picture of the impact of your services and provide the largest numbers.

**Incremental Impacts** can be used to communicate the unique impact that your organization is making, i.e. the impact that wouldn't happen if you were to stop providing services. This can be particularly useful in discussing the importance of your programme when facing budget cuts or engaging in advocacy for increased funding.

**National Contribution** results help to capture your organizations' contribution to improving national-level indicators by only counting impacts from only those who are contributing to increases in CPR. By increasing CPR, your organization is able to help protect more women from unintended pregnancy and subsequent risks, such as maternal death. These results can be useful in working with ministries of health and federal governments, as well as donors.

Sometimes just showing the difference between these three results is useful—while your programme might have a very large total impact, seeing that there is a large gap between this figure and your incremental and national contribution results helps your programme think about how they are achieving impacts, and to what extent they are contributing to national level changes.

**All three impact estimates serve a valuable function and provide a valid estimate of the health, demographic, and economic impacts of your family planning and reproductive health services. When choosing which impact option to use, think critically about your audience and which information will resonate most clearly with them.**