

Crowdsourcing Indicator Tagging

Introduction and Guide for Reviewers



We currently face the challenge of working with 40,000+ indicators

Things like “number of people that access water” or “number of goats distributed”. And this list continues to grow every year.

To use this data more effectively, **we need to simplify and streamline our list**, so we can:

- Build clear connections between the indicators
- Ensure stronger quality control as new indicators are added to the list

Standardized, accurately tagged
indicators **move us forward.**

Thank you for **participating!**

You are an important part of this work — your efforts are contributing to a world where children are valued, protected and given opportunity to thrive.

**Read on for detailed guidance
and instructions for tagging**

High-level steps

1. Select “start/next” in the Crowdsourcing platform to begin tagging.
2. The system will assign you a category.
3. An explanation of that category (with examples) will guide you on how to tag it.
4. Click “next” to start tagging indicators to that category (by selecting an option in the dropdown)
5. After you’ve completed a set of indicators, you’ll have the option to continue with same category, load a new category, or save and exit.
6. You may continue tagging indicators for as long as you like—or stop when you need to. Every completed indicator brings us closer to our goal.

Use this document as a guide and refer to it often while tagging indicators

The slides below provide detailed information, examples and guidance for tagging each category.

Read on for category details

Category:

Unit of Analysis

“Who” or “what” is this indicator measuring or referring to?
Please read the entire indicator to determine before assigning.

Category-values	Explanations/Examples
INDIVIDUAL	Individual people, including children, adolescents/youth, parents/caregivers, community members, infants, farmers, participants, community health workers/volunteers (CHW/CHVs), teachers, staff, actors, mothers, group members, etc. <ul style="list-style-type: none">• <i>Ex: # of community members receiving technical or vocational training</i>
HOUSEHOLD FAMILY	A household or family unit <ul style="list-style-type: none">• <i>Ex: # and % of households who report having access to sufficient credit</i>
GROUP COMMITTEE	Groups or committees including water, sanitation & health (WASH) committees, savings groups (SGs), community-based organizations (CBOs), producer groups, community groups, disaster risk reduction (DRR) committees, etc. <ul style="list-style-type: none">• <i>Ex: # of community nutrition groups functioning in the reporting period</i>
NON-PEOPLE	All non-people, such as latrines, goats, kits, resources, schools, training sessions, etc. <ul style="list-style-type: none">• <i>Ex: # of early childhood development centers established or rehabilitated</i>• <i>Ex: # of child protection issues identified by children</i>

Category:

Age Group Type

What is the age group type of the people being measured by the indicator?

Options:

- **Any age:** targeting the entire population
- **Any age (excluding young children):** For indicators where it's safe to assume young children are not participating, like trainings.
- **Newborns:** up to 28 days
- **Young children:** Under 5-6 years
- **Children:** Anyone under 18 years
- **Adolescents:** Most broadly defined as age 10-18. Use this tag when the word "adolescent" is cited in an indicator statement
- **Youth:** Most broadly defined as age 10-29. Usually used when the word "youth" is cited in an indicator statement
- **Reproductive age:** Refers to indicators focusing on women and girls, age 15-49 years
- **Adults:** Anyone listed as above age 18, or those reasonably assumed to be adults
- **Not applicable (Inc. Non-people):** If the indicator is not measuring people

Category: **Sector/Cross-cutting Theme**

World Vision's work falls within five main sectors:

- Livelihoods
- Health
- Education
- Child Protection & Participation
- Water, Sanitation & Hygiene

Six cross-cutting themes span the five sectors:

- Faith and Development
- Gender Equality and Social Inclusion
- Social Accountability/Advocacy
- Climate Change
- Peacebuilding
- Sustainability

Most indicators will be categorized under one of the five sectors.

Occasionally, an indicator may not fit primarily into a main sector and may be categorized as one of the themes instead. Before categorizing as a cross-cutting theme, please first try to assign a main sector.

5 Programming Sectors

Sector	Definition and Examples	Does Not Include
LIVELIHOODS	<ul style="list-style-type: none"> • Indicators related to food security, economic empowerment, disaster preparedness and basic assistance. • Includes: Food distributions and cash assistance ,school feedings; access to financial services, job skills training and disaster risk reduction measures. 	Excludes: Nutrition projects related to Health sector; interventions focused on adapting to/mitigating climate change, technical vocational education and training (TVET)
HEALTH	<ul style="list-style-type: none"> • Indicators related to RMNCAH (reproductive, maternal, newborn, child and adolescent health), nutrition, communicable/infectious diseases and mental health. • Includes: Antenatal care, nutrition training, micronutrients, health system strengthening, partnership with health workers/volunteers, medication (e.g. deworming) 	Excludes: Food distributions including school feedings (Livelihoods – Food Security)
EDUCATION	<ul style="list-style-type: none"> • Indicators related to early childhood education and development, primary/secondary education, and vocational training for young adults and out-of-school youth. • Includes: Early childhood development, teacher training, reading/numeracy skills, school supplies and resources. 	Excludes: WASH-related school infrastructure changes, school WASH clubs
CHILD PROTECTION & PARTICIPATION (CPP)	<ul style="list-style-type: none"> • Indicators related to protecting children from all forms of neglect, abuse and exploitation, and encouraging their participation in both civic and home life. • Includes: Children’s rights education, child protection processes and structures, birth certificates, wellbeing of children, positive parenting, early and forced marriage 	Excludes: Psychosocial/mental health support
WATER, SANITATION & HYGIENE (WASH)	<ul style="list-style-type: none"> • Indicators focused on providing access to potable water, improved sanitation and hygiene • Includes: Installation of wells and water systems; latrines, handwashing facilities, creation and training of WASH committees, and training on safe WASH practices 	Excludes: Hygiene kits for COVID-19 (Health)

6 Cross-cutting Themes

Sub-categories	Explanations	Examples
FAITH AND DEVELOPMENT	<ul style="list-style-type: none"> Indicators focused on partnerships with faith communities. Includes: Work with churches, faith-based organizations (FBOs), Community Hope Action Teams (CHATs), Channels of Hope, Spiritual Nurture of Children (SNC), etc. 	<ul style="list-style-type: none"> Ex: # of women, men, and community leaders participating in Channels of Hope sessions
GENDER EQUALITY AND SOCIAL INCLUSION (GESI)	<ul style="list-style-type: none"> Indicators focused on increasing gender equality and inclusion of all people, particularly those with disabilities and the most vulnerable. Includes: Sexual/gender-based violence (GBV/SGBV), gender-responsive initiatives, Empowered Worldview (EWV), female genital mutilation (FGM), etc. 	<ul style="list-style-type: none"> Ex: Proportion households with women actively engaged in decision making
SOCIAL ACCOUNTABILITY ADVOCACY	<ul style="list-style-type: none"> Indicators mobilizing community members to increase government accountability and advocate social services. Includes: Local-level advocacy (LLA), coalitions, Citizen Voice and Action (CVA) work, accountability committees, etc. 	<ul style="list-style-type: none"> Ex: # of community-driven advocacy activities organised
CLIMATE CHANGE	<ul style="list-style-type: none"> Indicators focused on mitigating the affects of climate change and building resilience. Includes: Environment conservation techniques, energy-saving technology, renewable energy systems, climate change and conflict management plans, etc. 	<ul style="list-style-type: none"> Ex: # of households using energy-saving stove technology
PEACEBUILDING	<ul style="list-style-type: none"> Indicators focused on peacebuilding and conflict resolution. Includes: Peace promotion, non-violent conflict resolution, Culture of Peace, FdF (Peace Education), peace advocacy, etc. 	<ul style="list-style-type: none"> Ex: # of community structures with capacity to engage in peace promotion and
SUSTAINABILITY OPERATIONS	<ul style="list-style-type: none"> Indicators related to project planning, monitoring and implementation. Includes: Coordination events, community review and planning meetings, community feedback and response systems, Programme Accountability Framework, sponsorship processes 	<ul style="list-style-type: none"> Ex: # of mid-term and end of program evaluation reports prepared

Category: Sub-sector

The main sectors and cross-cutting themes can be further categorized under sub-sectors of work.

Sub-sectors- 5 main sectors

Theme	Sub-sector	Explanation/Examples
Child Protection & Participation Sub-sectors	Child Protection	Interventions focused on protecting young people from all forms of abuse, exploitation and neglect; includes education on children's rights for all community members and decision-makers, strengthening/establishment of child protection systems, reporting and referral processes, etc. Examples: <i>Proportion of community members participating in attitude/behavior change sessions on child protection issues</i>
	Child Participation	Interventions supporting children's participation in their communities and in their homes, actively engaging in decisions that affect them. Includes child parliaments, children's clubs, civic engagement, attendance in community events, etc. Examples: <i># of girls and boys participating in support clubs / peer to peer groups</i>
	General Child Protection	Indicators measuring CPP at a general level
Water, Sanitation & Hygiene (WASH) Sub-sectors	General WASH	For indicators measuring integrated WASH interventions, including WASH trainings, awareness campaigns, committees
	Potable Water	Interventions focused on providing safe water for drinking and household use, including boreholes, water systems, education on safe water use, water purification filters, rainwater harvesting, etc. Examples: <i># of solar-powered water pumps installed, # of people with access to emergency water services</i>
	Hygiene/Sanitation	Interventions focused on improving health outcomes through hygiene and sanitation practices; includes ventilated improved pit (VIP) latrines, gender-responsive latrines, menstrual hygiene management (MHM), handwashing education, community-led total sanitation (CLTS) and open-defecation free (ODF) communities, etc. Examples: <i># of people with access to a basic handwashing facilities at household level</i>
Education Sub-sectors	Early Childhood Development	Interventions with educators and parents/ caregivers to stimulate children's early brain development and establish foundations for learning. Examples: <i># of parents/caregivers who have attended at least 80% of Learning Roots parenting workshops.</i>
	Basic Education (Primary/Secondary)	Interventions supporting children's access to quality education, including infrastructure supports, teacher training, numeracy/literacy skills development including reading programs, etc. Examples: <i>% reading clubs achieving quality standards</i>
	Technical and Vocational Training (TVET)	Interventions building abilities in entrepreneurship, employability and life skills for future life planning and decisions, Examples: <i># of out of school children accessing vocational skills</i>

Sub-sectors- 5 main sectors (Continued)

Theme	Sub-sector	Explanation/Examples
Livelihoods Sub-sectors	Food Security	Interventions focused on ensuring children and families have access to sufficient food, including livestock and agricultural support. Examples: <i># of metric tons of food distributed, # of women's groups trained on growing fruit trees</i>
	Economic Empowerment	Interventions that equip people with knowledge and skills to increase their incomes, including entrepreneurship and skills training. Examples: <i># of men affected-groups sensitized on the importance of Income Generating Activists, # of savings groups</i>
	Disaster Risk Reduction	Interventions that increase resilience to disasters, including Disaster Risk Reduction (DRR) committees, plans, assessments, etc. Examples: <i># of livelihood-related Disaster Risk Reduction measures implemented by producer groups</i>
	Basic Assistance	Interventions that equip families to meet their basic (often urgent) needs through cash for work projects, cash transfers, etc. Also includes gift-in-kind items such as clothing and textiles.
Health Sub-sectors	RMNCAH (Reproductive, Maternal, Newborn, Child And Adolescent Health)	Interventions enhancing access and quality of care for children, adolescents and women of reproductive age. Examples: <i># and % of mothers of children 0–23 months who received at least 4 post-natal visits from a trained health care worker</i>
	Nutrition	Interventions providing nutrition support, including community education; nutrition monitoring; community management of acute malnutrition (CMAM), etc Examples: <i>Prevalence of stunting in children under five years of age, by sex, age, and registered child status</i>
	Infectious/ Communicable Diseases	Interventions that support prevention of communicable diseases including HIV/AIDS, tuberculosis (TB), malaria, through education, vaccinations and health system strengthening. Examples: <i>Proportion of adolescents who report avoiding risky HIV behaviour</i>
	Mental Health	Interventions providing psychosocial support for mental health Examples: <i>Number of health care facilities with staff trained to identify and manage mental health illnesses</i>

Sub-sectors - 6 Cross-cutting Themes		
Theme	Sub-sector	Explanation/Examples
Faith and development	Faith and Development	All Faith & Development indicators fall here
Gender Equality and Social Inclusion (GESI)	Gender Equality	GESI indicators focused on Gender Equality Examples: % of women of reproductive age (WRA) and their male partners who report equitable decision-making power within the household in relation to seeking health care information
	Social Inclusion including Disability	GESI indicators focused on social inclusion Examples: % of women, men and persons with disabilities reporting they participate in community level-meetings or other collective groups
Social Accountability Advocacy	Social Accountability	All Social Accountability & Advocacy indicators fall here. Their main identifiers are the work with CVA (Citizen Voice Action), meetings and/or advocating with local and national government.
Climate Change	Adaptation	Indicators focused on adapting and becoming more resilient to changing climates. Examples: # of households that adopt environmental conservation techniques
	Mitigation	Indicators focused on proactively mitigating/reducing the impact of climate events. Examples: # of local climate change assessments and action plans developed in conjunction with communities
Peacebuilding	Peacebuilding	All Peacebuilding indicators fall here
Sustainability	Implementation Quality	Indicators related to World Vision processes that ensure projects function well, including feedback mechanisms. Examples: # of sponsorship service performance indicators classified as 'green' every month
	Community Ownership & Participation	Indicators related to community members' active involvement in the program. Examples: # of community-based organizations trained in sponsorship operations
	General Partnering	Indicators measuring work with partners, including agreements, memorandums of understanding (MoU), Terms of Reference (ToR), etc. made between World Vision, local government, civil society organizations and other partners Examples: # of coordination meetings with international non-governmental organizations (INGOs) implementing livelihood projects in the operating area