MODULE 5
APPLYING EVIDENCE
RECAP OF PREVIOUS DAY OR SESSION
At the end of this module participants will:

- Identify indicators of evidence use
- Know steps for developing a communication strategy
- Describe objective, outcome & audience for a communications strategy for their policy issue
- Draft a communications strategy for their policy issue including messages, channels & evaluation
GROUP BRAINSTORM & DISCUSSION

WHAT DOES EVIDENCE USE/APPLICATION LOOK LIKE?

Source: https://pixabay.com/en/puzzle-cooperation-together-1020427/
WHAT DOES EVIDENCE APPLICATION LOOK LIKE?

- New or amended policies
- Recommendations adopted by implementing institutions
- Guidelines revised to reflect the evidence
- Influencing upstream policy dialogue
- Inclusion on agenda of technical working group or other key meetings
- Changes in level of funding
- Changes made to program or services
- Scaling up of intervention or program
WHAT DOES EVIDENCE APPLICATION LOOK LIKE?

Use
Examples of evidence used in:
• Policy or guidelines
• Program planning and management
• Service delivery
• Training (including teaching, counselling, health education, community outreach)

Reach
Number of scientific papers, reports, and other documents published
Examples of information products and tools reprinted, reused, or redistributed by recipient
Examples of information products and tools being adapted or translated by recipient
Examples of leadership at global or regional technical meetings

Adapted from FHI360 Research Utilization
WHAT DOES EVIDENCE APPLICATION LOOK LIKE?

**Capacity Building**

Number & type of training sessions or capacity building workshops, with number of people per session

Number and type of informal or applied capacity building efforts conducted

Examples of diffusion of knowledge or second tier capacity building

Examples of data being used in program decision-making

**Collaboration**

Examples & amounts of funds leveraged as a result of project-related efforts

Examples & scope of partner-to-partner collaboration

Adapted from FHI360 Research Utilization
ENTRY POINTS FOR EVIDENCE APPLICATION: AN RH EXAMPLE

Source: Measure Evaluation PRH (no date). Family Planning and Reproductive Health Indicators Database. [http://www.cpc.unc.edu/measure/prh_indicators](http://www.cpc.unc.edu/measure/prh_indicators)
DEVELOPING A COMMUNICATIONS STRATEGY

Source: http://www.orangesquare.com/nonprofit_communication_plan
STEPS IN DEVELOPING A COMMUNICATIONS STRATEGY

1. Define your communications objectives
2. Identify & analyse your audiences
3. Develop the messages to convey to your audiences (e.g., elevator pitch)
4. Select the channels to use
5. Create a communication work-plan
6. Implement your communications activities
7. Monitor & evaluate your communication activities
STEP 1: DEVELOP OBJECTIVES & OUTCOMES

- What do you want to achieve with your communication?

- Define this in simple, clear & measurable terms

Getting an issue on an agenda & addressing opposing voices are different objectives.
STEP 2: UNDERSTAND YOUR TARGET AUDIENCE

Primary audience
- The policymaker who can directly affect policy on your issue?

Secondary audience
- Who can influence the primary audience (allies)
- Who can stop being an obstacle (opponents)

Think about any “opposition” audiences. What or who could influence them?
KNOW YOUR TARGET AUDIENCE

- Who do they listen to?
- What do they know about your topic?
- Are they interested in your topic?
- What are the best ways to reach them? (formats & channels)
PRACTICAL APPLICATION

EXERCISE 8

With the evidence you synthesized, consider how to communicate it to senior officials in MoH/Parliament; then:

1. Write down 1 communication objective & expected outcome. Use Communications Strategy Worksheet

2. Analyze your primary audience [15 min]

3. Facilitators provide individual feedback [15 min]
STEP 3: DEVELOPING MESSAGES

1. Present 2-3 points maximum. Focus on the data, implications & recommendations
2. Tailor the message to fit the audience
3. Deliver through a credible source
4. Avoid technical jargon
WHO SHOULD DELIVER THE MESSAGE?

- You
- Your boss
- A policymaker who is already on “your side”;
  champion
- A celebrity
- A foreigner
STEP 4: COMMUNICATION CHANNELS & ACTIVITIES

Face-to-face (Interpersonal):
- Workshops, seminars
- Reports or policy memoranda
- Letters, e-mail

Mass media
- Press
- Broadcast (Radio & TV)
- Mass mailings
- Internet websites

Social media
- Twitter, Facebook

Source: http://www.tacso.org/images/pic_multichannel.jpg
DETERMINE FORMATS APPROPRIATE FOR AUDIENCE

Print materials: fact sheets, wall charts, booklets, policy memoranda

- Presentations: slides, computer graphics
- TV & radio spots, news releases
- Electronic channels (Internet)
TIPS FOR CONVEYING THE MESSAGE

- Appearance counts!
- Clarity & brevity
- Timeliness & timing
- Credibility & trustworthiness
STEP 5: CREATE A WORK PLAN

Key questions:

✓ For whom
✓ When
✓ By what means
✓ By whom
✓ How often
✓ How many

Source: Pixabay free image
THE WORK PLAN SHOULD SPECIFY:

- Communication activities & timelines

- What resources are needed (human & financial)

- Are there any upcoming “focus-generating” events that support your objective?:
  - E.g. global/national conferences, legislation, annual budgeting, program evaluations. Be alert to opportunities!
PRETEST!

It can:
- dramatically improve the effectiveness of materials
- be low cost & require minimal effort

Ask your pre-test audience: “What messages are you receiving from format & content?”
STEP 6: IMPLEMENT

Source: Pixabay free image
STEP 7: EVALUATION

Performance

- Were all the activities implemented, delivered, & on time?

Impact

- Did activities bring about the desired change?

What is the evidence that your issue has gained the attention of policymakers? Talked about? Starting initiatives? Task-force? Coalition efforts?
RECAP: STEPS FOR COMMUNICATIONS STRATEGY

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PRACTICAL APPLICATION
EXERCISE 9

Complete remaining steps of your communications strategy worksheet:

1. Identify channels of communication (Step 4) – Which forums will you use to engage primary audiences with your policy messages?

2. Develop an M&E indicators (Step 7) – how will you know you’re succeeding? [25 min]

Share & receive feedback in groups [25 min]
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MODULE REFLECTION AND EVALUATION