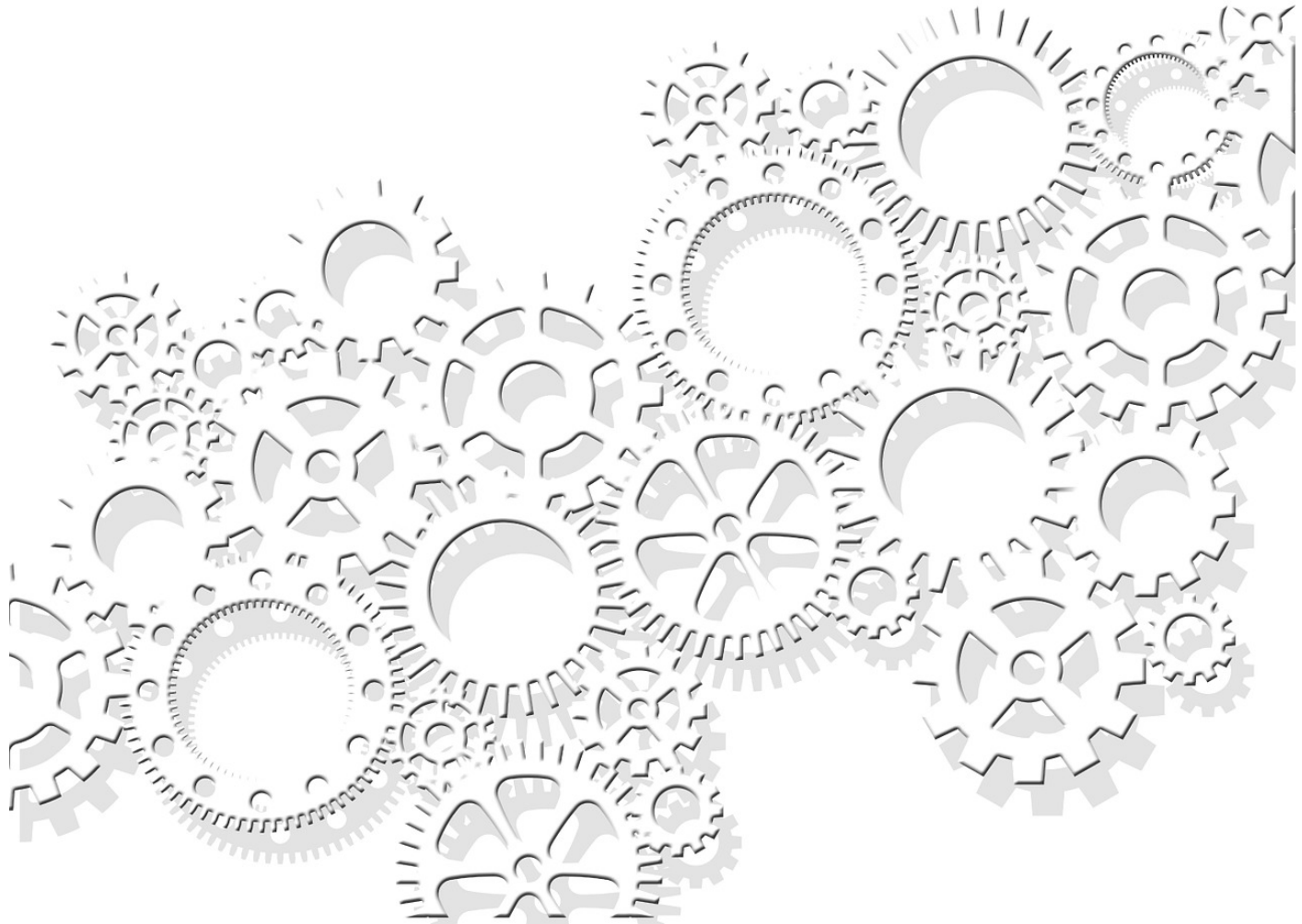


# MODULE 5 APPLYING EVIDENCE

**Evidence-Informed Policy  
Making Training**



# RECAP OF PREVIOUS DAY OR SESSION



# MODULE 5 OBJECTIVES

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

# 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

# ENTRY POINTS FOR EVIDENCE APPLICATION: AN RH EXAMPLE





# DEVELOPING A COMMUNICATIONS STRATEGY



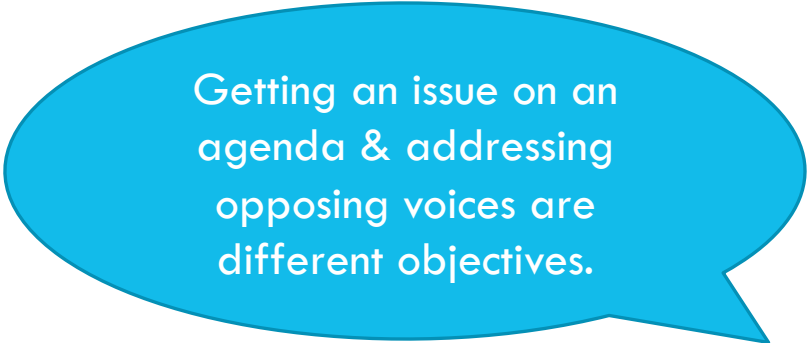
A tool that  
supports  
application

# 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



Source: <https://pixabay.com/en/sherlock-holmes-detective-147255/>

## 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](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

What is the evidence that your issue has gained the attention of policymakers?  
Talked about? Starting initiatives? Task-force? Coalition efforts?

## Performance

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

## Impact

- Did activities bring about the desired change?



# RECAP: STEPS FOR COMMUNICATIONS STRATEGY

1. Define your communications objectives
2. Identify and 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

# 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 know you're succeeding? [25 min]

Share & receive feedback in groups [25 min]

# MODULE 5 OBJECTIVES

At the end of this module participants will:

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

# MODULE REFLECTION AND EVALUATION



<https://pixabay.com/en/the-stones-stone-263661/>