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Innovations for
Poverty Action

Outline

1. Uses of evaluation findings

2. Co-creating evidence

3. Effectively communicating evaluation study

4. Creating evidence-to-policy plans

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Section 1
Uses of Evaluation Findings

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Why communicate evaluation results?

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Engage stakeholders: Involve stakeholders during the process and build relationships for future initiatives
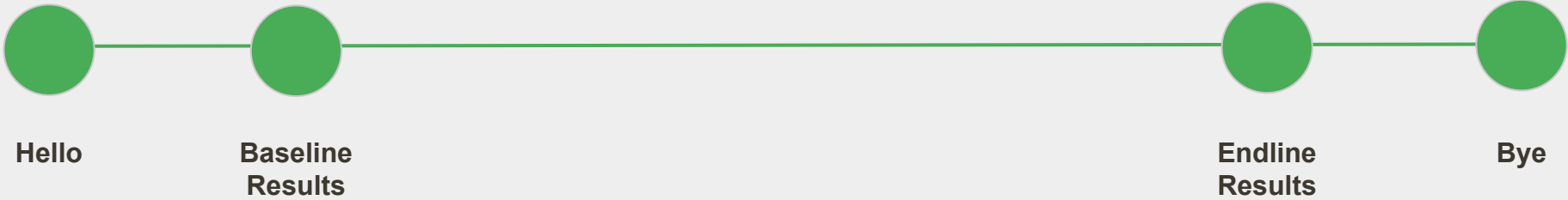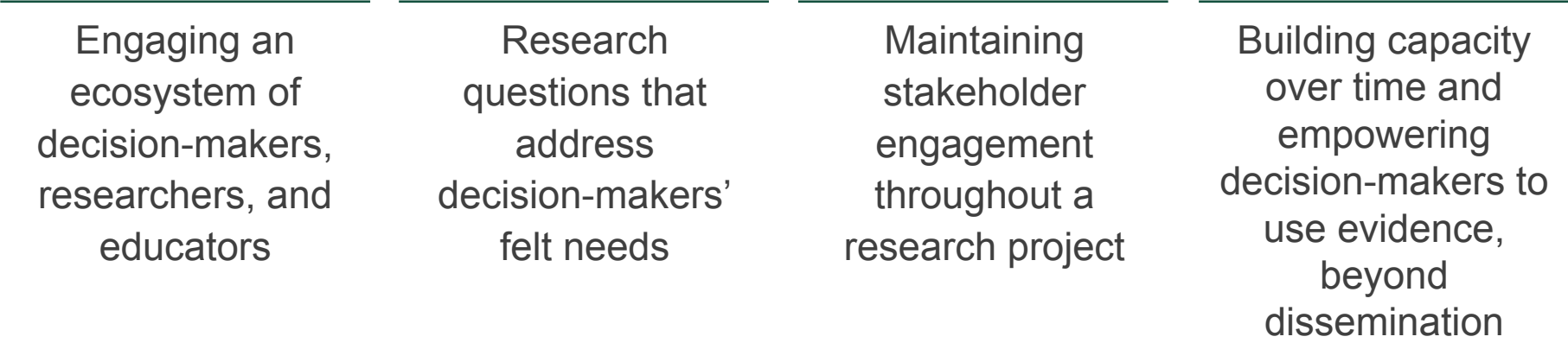
Section 2
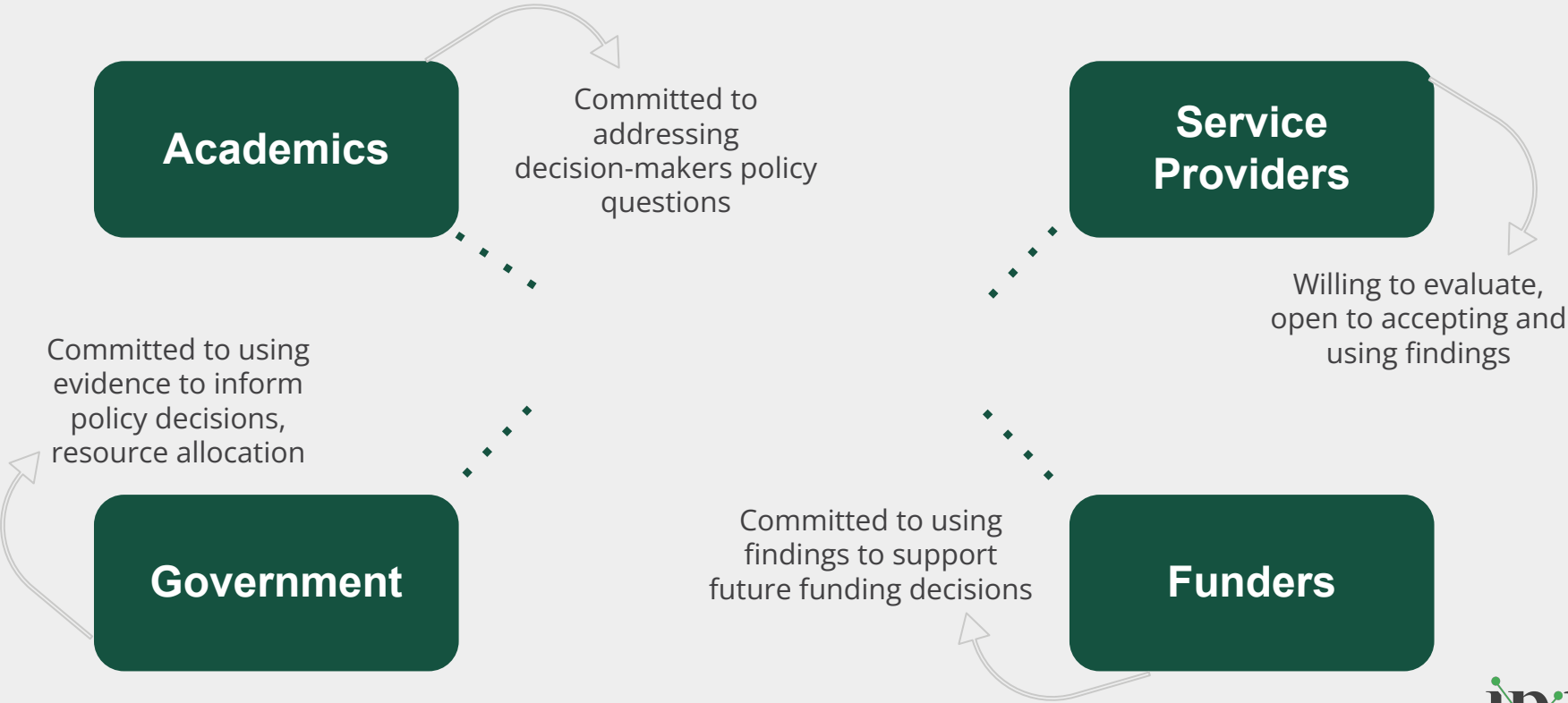Co-creating Evidence

In an *ideal* world...

Policymaker reads results/study	→	Policy Adjusted	→	Problem Solved

How **Not** To Think.

Hello

Baseline
Results

Endline
Results

Bye

Framework: Evidence Co-Creation

Engaging an ecosystem of decision-makers, researchers, and educators

Research questions that address decision-makers' felt needs

Maintaining stakeholder engagement throughout a research project

Building capacity over time and empowering decision-makers to use evidence, beyond dissemination

What makes a partnership good?

● **Aligned Interests**

Is our objective also their objective? If not, are they similar or different? Do our interests compete or collide?

● **Demand Driven**

Do they want to solve a problem? Are they willing to change their policies based on results?

● **Understanding**

Do they understand our approach and methodology? If not, do they want to?

● **Locally embedded**

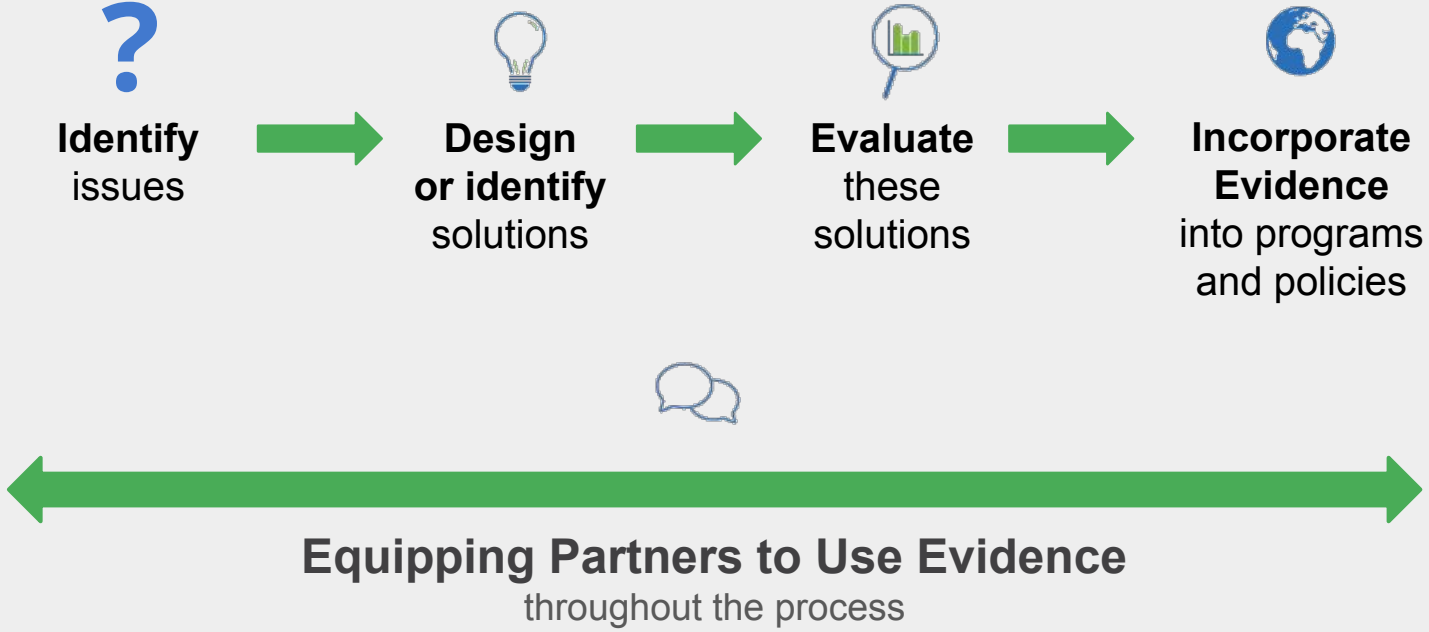Do they understand the local context and constraints? If not, do they want to / have plans to?

● **Flexible**

Are they willing to pivot with us? How will they deal with unforeseen issues? What are their red-lines?

● **Has funding**

Do they have funding available for evidence generation and use? Can they support in raising funds?

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IPA's approach

Identify issues → **Design or identify** solutions → **Evaluate** these solutions → **Incorporate Evidence** into programs and policies

Equipping Partners to Use Evidence
throughout the process

Section 3

Communicating Evaluation Study

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Effectively communicating evaluation study

WHO do you need to convince about your idea? who do you need to bring on board to take action?

WHAT do they need to know? What key message about your study/program/policy should you highlight?

HOW should you communicate with them?

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Effectively communicating evaluation study

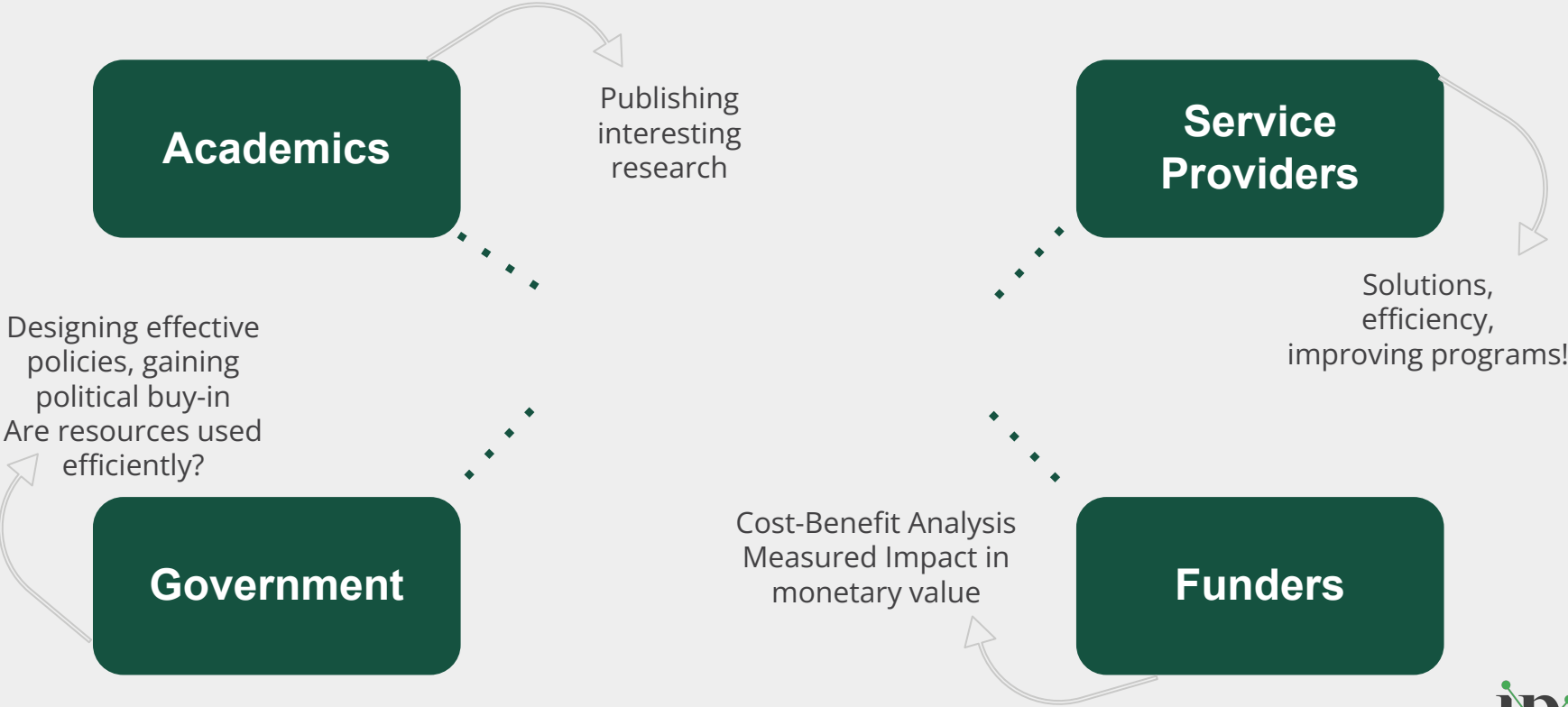**WHO** do you need to convince about your idea? who do you need to bring on board to take action?

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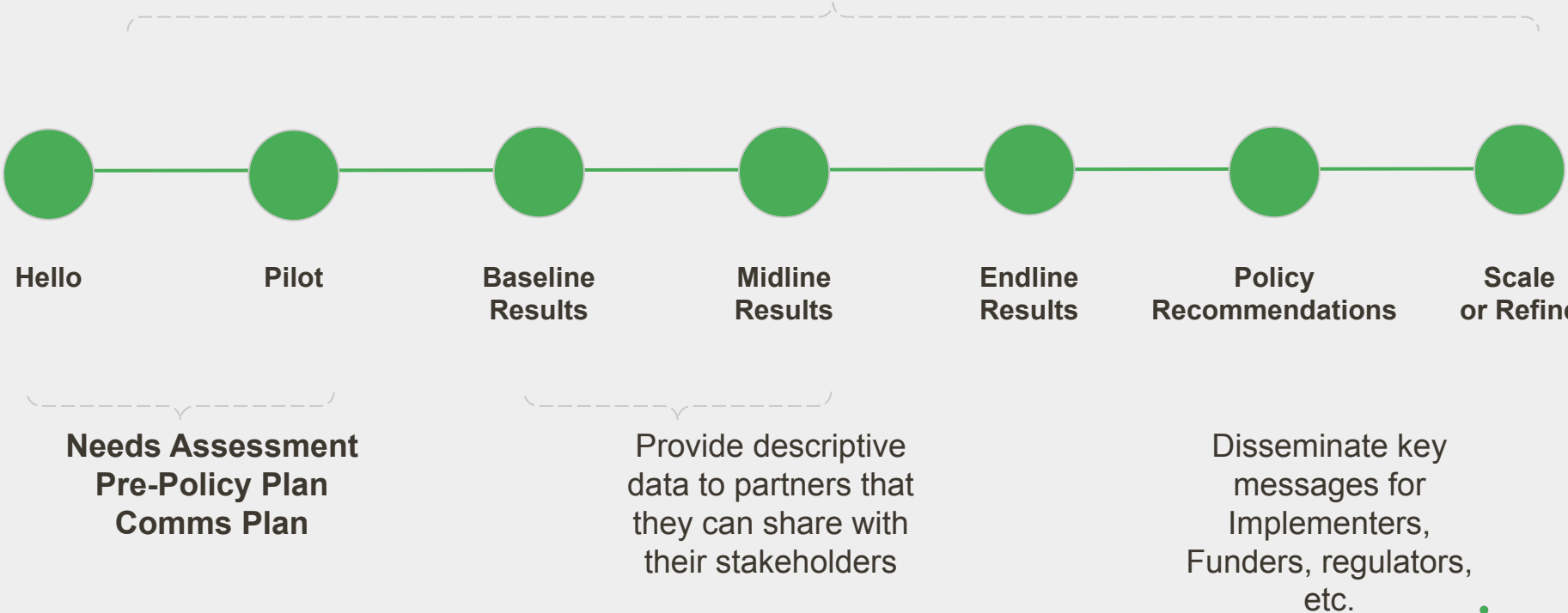**WHO** do you need to convince about your idea? who do you need to bring on board to take action?

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Regular meetings: weekly, monthly, quarterly?

| Hello | Pilot | Baseline Results | Midline Results | Endline Results | Policy Recommendations | Scale or Refine |

**Needs Assessment
Pre-Policy Plan
Comms Plan**

Provide descriptive data to partners that they can share with their stakeholders

Disseminate key messages for Implementers, Funders, regulators, etc.

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Effectively communicating evaluation study

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Address the need *before* the study.

Have scale-up in mind right from the start

- Design intervention tools via a wide, participatory process

- Work as much as possible through existing structures, rather than creating new ones

Base your research goals with policy needs

Government priorities, described in the language of national documentation

Policy Relevant Research Questions

Start with a Research Question
Work together with partners at the forefront of this sector and find out what their barriers are.

Use their Language
Use the right language in understanding the challenges they face, avoiding fancy economic jargon.

Research is a Tool
Emphasize that research should equip decision-makers with the information needed to improve policies and programs.

Respond to their priorities
Ensure that researchers will align with and respond to the country priorities and capabilities.

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Section 4
Creating evidence-to-policy plans

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Pre- Policy Plan

Research questions	Potential answers/ learnings from the research	Possible policy actions to take in response to research	Who would need to take this action? Are they already involved in the project [Y/N]?

Pre- Policy Plan

Analysis: How likely are partners to take this action? What would be the path to influence to get this action taken? What are the primary barriers to achieving this impact?	Implications of analysis for research design	Implications of analysis for policy engagement, influence, and planning

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Exercise 1: Thinking through policy response

Prepare a pre-policy plans using your research study/proposal (30 minutes)

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Communications Plan

	Activity	Stakeholders [Who are the main people we want to reach?]	What steps do we need to take? [Suggested steps]	Timeline [When are we planning to do this? Add a reminder in your calendar]
Before the beginning of the study				
After baseline/midline				
After final results				

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Exercise 2: Engaging stakeholders

Prepare communications plan using your research study/proposal (30 minutes)

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Writing a Policy Brief

1. Summary

2. Policy Issue

3. Intervention

4. Evaluation

5. Key Results

6. Policy Recommendations

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Key takeaways

1. Communicating IE results effectively ≠ simply sharing the results

2. Engage with decision-makers throughout project cycle

3. Know your audience and their objectives

4. Tailor your message to the audience

5. Keep it simple and action-based

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Maraming salamat po!

![Innovations for Poverty Action logo]

Contact Us

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