08/09/2019

Strategia Netherlands

Module8

Assignment

Jicko Bondole

Admission No. SN236/12/2018

**Module 8 Questions:**

**Q1:** In the context of enhancing use of knowledge from M&E, describe the key steps to developing M&E knowledge products. (10 mrks)

**Step 1: Identify target audiences and their information needs**

The responsible for knowledge sharing and dissemination should assess the information needs of the various groups, including when the information is most needed and is likely to serve as an agent of change.‘ For example, government counterparts may find certain information from an evaluation particularly useful in making critical policy decisions. When planning for a monitoring and evaluation exercise, the M&E unit should be aware when the window of opportunity‘ for decision making arises and make the information available in a manner that is appropriate for the technical and functional needs of the target audience.

**Step 2: Collect stakeholder contact information**

The success of every dissemination effort is highly dependent on the recipient contact information gathered during the monitoring and evaluation processes. For example, the evaluation team members meet with key stakeholders and national counterparts who, regardless of their degree of involvement in the evaluation topic, constitute a critical audience and should be informed about the knowledge generated from evaluation.

**Step 3: Determine types of products that meet the audience’s information needs**

In addition to publishing information from regular monitoring reports and evaluation reports, a mix of knowledge products can be developed to meet the information demand of different groups. A systematic assessment of the needs and demand for specific products among targeted audiences can be undertaken to ensure the relevance and value of the products. The following are some examples of communication means and products for evaluation:

* Evaluation executive summary—Evaluation reports should include a succinct, yet comprehensive and information-rich executive summary. This summary can be used as a stand-alone product to enhance the readership of the evaluation.
* Evaluation brief—This should be a three- to five-page non-technical summation of the executive summary to increase general interest without overwhelming the reader.
* Evaluation blurb—This is a one-paragraph description designed to increase the visibility of published content and announce the report publication on the webpage and via electronic announcements and list serves.

**Step 4: Identify language requirements per product and audience**

In order to optimize the impact of knowledge sharing and dissemination efforts, knowledge products should be translated into local languages whenever possible. If resources are limited, the Organization may determine language requirements per knowledge product or per audience group.

At a minimum, the evaluation brief should be translated into the most widely used local language. Additionally, the language used in the product should be appropriate for the technical levels of the targeted audience. It is best to avoid technical jargon and heavy acronym usage.

**Step 5: Determine efficient forms and dissemination methods per evaluation knowledge product**

Most evaluation reports and knowledge products can be shared as an electronic copy. In order to enhance the efficiency in terms of time and cost, the organization‘s public webpage and the e-mail list should be strategically used as means for dissemination. For example, the evaluation reports should be uploaded on the organization‘s internal and external webpage with a blurb that summarizes the key information in the report.

Additionally, knowledge from monitoring and evaluation can be shared widely by incorporating them in existing reports and publications, such as the country office‘s annual report or other key reports, brochures and news bulletins.

**Step 6: Monitor feedback and measure results of dissemination efforts**

There should be a feedback and learning mechanism for the effectiveness of the dissemination strategy and quality of the particular knowledge product. For example, the Program may conduct a quick survey among the recipients of the knowledge products or develop a feature on its website where users can provide their feedback directly online.

**Q2:** Describe 5 key ways by which M&E knowledge may be shared with critical stakeholders. (10 mrks)

1. **Organize a meeting with interested stakeholders to discuss lessons from the evaluation(s).**

Evaluation helps to build an educational programme, assess its achievements and improve upon its effectiveness. It serves as an in-built monitor within the programme to review the progress in learning from time to time. It also provides valuable feedback on the design and the implementation of the programme.

1. **Develop a brochure for Program‘s activities and accomplishments.**

Compared to full program report that critical stakeholders may drive by before they have a chance to read, one of the advantages of a brochure is that they offer a simple, tangible way to receive information.

1. **Develop a brief with a concise summary in a plain language and widely circulate.**

Plain language is a way of presenting information that helps your audience understand it the first time they read it and it makes good business sense. Using plain language helps you to communicate well with your stakeholders and give them what they want: information that is accessible and easy to understand.

1. **Publish an article for an academic journal based on the evaluation findings.**

Based on my public health experience, writing is the most important means for communicating M&E work through the critical stakeholders. Research and publication complement teaching and training, clinical care, and public health works. There are many reasons for writing. Publications can also be regarded as an asset that enables the project to gain ownership of critical stakeholders

Implementing research and publishing results is crucial for a career in sciences. Doing research is only half of the picture. If the results of research studies or program documentations are not published- and where they are published has an important impact also- other researchers cannot appreciate the value of the evidence generated, they cannot see the evidence or further build on it, and overall science cannot develop and grow.

Among researchers, the adage “Publish or Perish” (i.e., publish your research or losing your career) is a threatening reminder of the importance of publication. Despite the skepticism, the phrase makes an important point in public health: publishing evidences and availing to the wider user is very critical for the progress of science and in bringing changes based on evidence.[[1]](#footnote-1)

1. **Invite local researchers and academics to discuss the data collected for the evaluation or to discuss evaluation methodology applied.**

Inviting local researchers to discuss the evaluation data collected or the methodology used in the context of the evaluation is a good approach to integrate, upstream, their perspectives in terms of the culture of the local community, which would also be a major factor in terms of appropriation of future research results by this same community

**Bibliography**

1. Strategia Netherlands – Module 8 Course notes

1. <http://www.scielo.br/scielo.php?pid=S1413-81232015000701972&script=sci_arttext&tlng=en> [↑](#footnote-ref-1)