

## Strategy for Design of Evaluation Communications Mix

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Stakeholders

Expected Outcomes

Benefits

Channels of Communication

Strategy Influencers

Ethical Concerns

Examples of Evaluation Findings

In-Class Exercise

Conclusions

Direct beneficiaries

Governments for policy making

Donor Agencies

Funding Agencies

Internal Stakeholders in implementing agencies

Academicians and Practitioners

and many more (say, society at large)

Awareness

Behavioral Changes

Policy Changes

Economic Productivity

Health and Nutrition related outcomes

Social Status

The various benefits are<sup>1</sup>:

Ensuring high-quality services are provided (Development Effectiveness)

Promoting use of and demand for project services

Ensuring accountability for current project investments

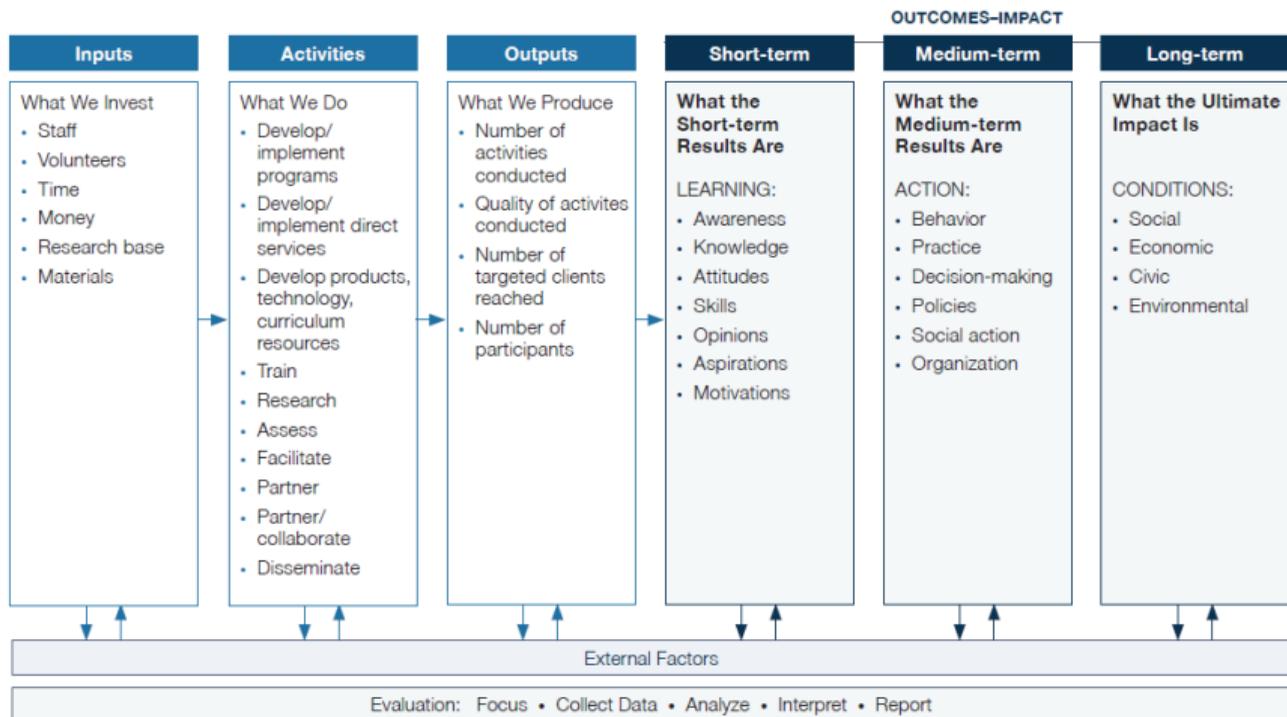
Sharing important information and lessons learned with project stakeholders and the field

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<sup>1</sup>Lammert, Heinemeier, and Fiore 2017

The below diagram is adapted from Lammert, Heinemeier, and Fiore 2017.

Data available from Project Evaluation



### How to Communicate Evaluation Findings?

Annual Reports

Evaluation Outcome Reports

Presentations/seminars/nukkad nataks

News Media

Blogs and Social Media

Project Website

Testimonials

Case Studies

### How to Communicate Evaluation Findings?

Summary sheets, or research briefs or policy briefs.

Posters

Scorecards or dashboards are used commonly for real-time monitoring.

Interactive web-pages or web apps (e.g. <http://www.usshahidi.com/>)

Photostory or comic strips

Multimedia video report

Source: Communicating Evaluation Findings at <https://www.betterevaluation.org/en/blog/communicating-findings>

Here we concentrate on the final outcomes and not on the intermediate outcomes. The major influencers are:

Complex nature of the results to be communicated.

Preferences over Results for Communication

Stakeholders needs

Evaluation Communication Channels often depend on custom and historical circumstances.

Asymmetries in Communication

Ethical Concerns

Multiple outcomes

Conflicting impacts

Temporal reversals of findings

<sup>a</sup>Source: Bastagli et al. 2016

**Monetary poverty:** Cash transfers reduce monetary poverty.

**Education:** Cash transfers raise school attendance, but do not always lead to improved learning.

**Health and nutrition:** Cash transfers stimulate health service use and improve dietary diversity, but there is less evidence that they affect the height and weight of children.

**Savings and investment:** Cash transfers can help foster beneficiaries' economic autonomy.

**Employment:** Cash transfers are associated with a reduction in child labour. Most show either no effect or a positive effect on adults working.

**Empowerment:** Cash transfers increase women's decision-making power and choices, but do not always reduce emotional abuse.

The preferences to highlight positive outcomes and suppress or downplay negative outcomes

Should be avoided.

Direct Beneficiaries trust sources of information that are pretty close to them. More so if the information content has negative implications. Modern sources of communication may not necessarily work. Instead, custom and historical circumstances influence communication channels.

A preferred medium of communication for Beneficiaries animations/posters/demonstrations through nukkad nataks/social media (to some extent).

Donor Agencies may choose to ignore social media and focus more on statistical results and hence demand research findings.

Negative findings disseminate faster and may get amplified or totally distorted

source: <http://www.fao.org/3/a-i5157e.pdf>

*The University of North Carolina at Chapel Hill and UNICEF, examined the role of cash transfers in the transition to adulthood for young people in Sub-Saharan Africa households. The name of the project is Transfer Project. Evaluators followed this line of study in response to high levels of HIV prevalence in the countries of East and Southern Africa, where the incidence of new infections is typically highest among young people, particularly young women. The results strengthened the case for social cash transfers as a means of addressing extreme poverty and inequity, which act as economic drivers of behaviors that increase the risk of HIV infection for many adolescents and young adults.*

source: <http://www.fao.org/3/a-i5157e.pdf>

*To measure economic and productive impacts, the Transfer Project drew upon the work of the From Protection to Production (PtoP) initiative. Through this partnership among FAO, UNICEF, and national governments, the project was able to explore links among social protection, agriculture, and rural development. PtoP's work helped evaluators assess the impact of cash transfers on household outcomes, individual livelihoods and local economies. The results spoke to the concerns of ministries of finance and planning about the relevance of social cash transfers for growth. Evidence generated through PtoP countered the argument that social cash transfers lead to dependency, and squarely positioned them as an important element of effective rural development strategy.*

source: <http://www.fao.org/3/a-i5157e.pdf>

*... Mexico's CT, Prospera (formerly ProgresaOportunidades) - the majority of whose beneficiaries are female - led to increased land use, livestock ownership, crop production and larger agricultural expenditures. Cash transfers in Zambia, Kenya and Malawi have also increased women's ownership of livestock (...) and their access to both formal and informal credit since the regularity of CT payments are perceived as a loan guarantee (...). Impact evaluations in a number of East African countries show that women beneficiaries were able to increase their savings and to pay off debt thanks to cash transfers (...).*

source: <https://www.givedirectly.org/pdf/DFID%20cash-transfers-evidence-paper.pdf>

*Studies have also found that CTs can lead to changes in household labour allocation among men and women but they provide little information as to the positive or negative effects of these changes. A more thorough assessment of whether CTs have a positive effect on economic advancement will require a better understanding of intra-household decision-making on labour allocation as well as greater knowledge about the quality of employment opportunities available for male and female CT beneficiaries. Labour time-use studies would also shed light on the effects of CTs on the work burden of beneficiaries due to changes in their labour status and to programme conditionalities.*

source: <https://www.givedirectly.org/pdf/DFID%20cash-transfers-evidence-paper.pdf>

*Research findings indicate that transfers paid to women result in different spending decisions than those made by men. Such decisions, which are often interpreted as a sign of empowerment, include higher expenditures on food and children's schooling and uniforms (...). Nevertheless, these expenditures do not necessarily reflect a growth in women's decision-making power and control over household resources.*

source: <https://www.givedirectly.org/pdf/DFID%20cash-transfers-evidence-paper.pdf>

*A number of studies- including impact evaluations of Mexico's Prospera/Oportunidades (...), Somalia's cash transfer (...) and Brazil's Bolsa Familia (...) - show a positive increase in some aspects of women's decision-making power, particularly in managing the additional cash, contraception, clothing purchases, their own labour supply and health and children's schooling.*

*On the other hand, ...found no impact on women's overall household decision-making as a result of Mexico's Prospera/ Oportunidades and ...do not find significant changes in women's decision making as a result of cash and food transfers in Ecuador, Uganda and Yemen. In addition, qualitative studies in Kenya, Ghana, Lesotho, Zimbabwe, Ethiopia and Malawi (...) and a quantitative study in Zambia (...) found that, despite women being principal recipients of transfers, access to cash did not affect their traditional role in household decision-making, particularly where women were not the head of the household.*

## Social Relations<sup>a</sup>

<sup>a</sup><https://core.ac.uk/download/pdf/43538698.pdf>

*Cash transfers are an increasingly important component of social protection systems in most countries. Usually, cash transfers are evaluated against their effects on poverty or human capital, with their impact on social relations within and between households relegated to discrete comments on 'stigma', 'resentment' and sharing, including reduction of remittances and other support. Using evidence from Oxford Policy Management's evaluations of cash transfer programmes in Malawi and Zimbabwe, we suggest reconceptualising cash transfers as ongoing processes of intervention in a complex system of social relations. Cash transfer interventions operate through and affect this system at each stage: awareness-raising, targeting, payment, case management and monitoring and evaluation. We conclude that the impact of cash transfers on social relations is large and often negative. We argue that this is intrinsically important for wellbeing, but can also have negative consequences for material aspects of wellbeing, such as livelihoods.*

<http://www.oecd.org/dac/evaluation/communicatingevaluationresults.htm>

<https://fyi.extension.wisc.edu/programdevelopment/logic-models/>

<https://us.sagepub.com/en-us/nam/how-to-communicate-evaluation-findings/book2392>

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**Thank You**