

Communicating Evaluation Results

By Leonora Aquino-Gonzales
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When you heard the title of this webinar,
“Communicating Evaluation Results”
what came to your mind?
(please limit to 3 words)

In your current work in M and E, have you worked with communication staff?

- Yes
- No
- Am not directly involved in M and E

If you answered Yes, how did the communication staff help you with your work in M and E. (Multiple answers apply)

- Edit, “beautify” provide photos or visuals to cover and inside pages of your study
- Disseminate the results of the study
- Respond to the queries of the press, media or public
- Help you get out of a messy or crisis situation as a result of your study
- Contribute to the outline or concept of the study
- Help identify your target users of the study
- Others – pls specify _____

If you answered No, why did you not involve the communication staff?

- Why should I?
- They are too busy with other demands of the office
- They don't have the technical lack knowledge
- I don't have the budget
- I am running out of time
- Others – pls specify



Outline: Integrating Communications in M and E work

- Why do you need communication in evaluation work?
- When do you apply communication in evaluation work?
- Who do you want to read/use your evaluation study?
- What are the key messages of your evaluation study?
- How do you engage the potential readers/users of the evaluation results?

WHY?

- **Communications will help you achieve your goal by engaging the right stakeholders with the appropriate message using a relevant medium or channel.**

Define your goal for doing the evaluation study.
Draw a communication strategy that will help you achieve your goal.

- The Cart before the Horse?



WHEN do you apply communication in Evaluation work?

From development-to-engagement-to-dissemination

Some misguided thoughts and practices about communication

WHEN?

- If we have the right perspective about communication, **The right time to work with the communications staff is right from the beginning.**
- **Conceptualization/Start** – determine the issues at hand; what people believe in; who is saying what and why; identify political economy issues; risks; possible users or readers of the evaluation; how to reach out;

WHEN?

- **Implementation – engagement, survey, consultation, participatory tools (all these have communication at its heart.)**

WHEN?

- **Dissemination- or better if Discussion or Dialogue. Two-way communication.** Dissemination is one way.

WHO do you want to read/use your evaluation?

- Internal Users or Readers :** From within your own agency or within the government bureaucracy? Sectoral and oversight agencies; Congress; Malacananang
- External Users or Readers:** think tanks; universities; research institutions; civil society organizations; labor groups; media; social media influencers; business groups; multilateral and bilateral development institutions

WHAT are the key messages?

- Be clear.
- Usually not more than 5 key messages.
- Test your messages.

Let's discuss:

PDI Article, May 19, 2021- What's the message here?

“The researchers took blood from people vaccinated with either of the two shots and exposed these in a lab to engineered pseudovirus particles that contained mutations in the “spike” region particular to either the B.1.617 or B.1.618 variants, first found in India.

Overall, for B.1.617 they found an almost four-fold reduction in the amount of neutralizing antibodies – Y-shaped proteins the immune system creates to stop pathogens from invading cell. For B.1.618, the reduction was around threefold.”

Simply put:

“In other words, some of the antibodies now don’t work anymore against the variants, but you still have a lot of antibodies that do work against the variants.”

Conclusion:

“What we found is that the vaccine’s (Pfizer and Moderna) antibodies are a little bit weaker against the variants, but not enough that we think it would have much of an effect on the protective ability of the vaccines.

Headline Story:

Pfizer, Moderna Jabs Seen Still Effective Against India Variant

HOW do you engage and reach out to your potential or target users/readers?

- Channels to use. Traditional, online, social media.
- Should suit your target readers/users of the report.
- Depends on how well you know your target users and their communication sources, habits, etc.
- Guided by research.

Summary:

- ✓ Communications should be an integral part of your study.
- ✓ Engage a communication professional/staff right from the beginning.
- ✓ Let your goal drive your communication strategy.
- ✓ And let your communication strategy guide your messages, tools, channels, results and effects.
- ✓ Monitor and evaluate your communication plan.

THANK YOU.

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