



Oxford Policy Management

# A framework to promote evaluation use

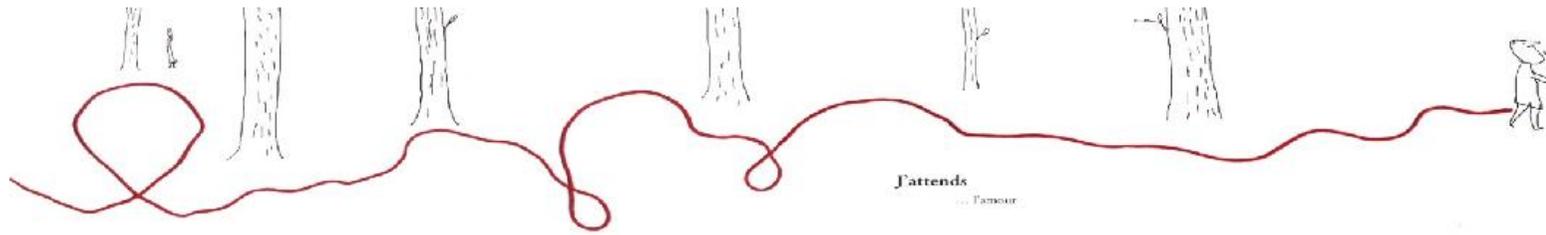
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ResUp Hub

SEAP – Monitoring and Evaluation Portfolio

Oxford Policy Management

London, UKES Conference - 10 May 2017



## OUTLINE

- **WHY WE CARE ABOUT EVALUATION USE**
- **OPM'S INITIATIVES TO PROMOTE RESEARCH UPTAKE**
- **A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE**
- **Q&A ON PARTICIPANTS' TOOLS AND STRATEGIES TO PROMOTE EVAL USE**

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## **NOBODY IS READING YOUR PDF**

**Nearly one-third of the World Banks' reports had never been downloaded, not even once.**

Another 40 percent of their reports had been downloaded fewer than 100 times

**Only 13 percent had seen more than 250 downloads in their lifetimes.**

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**And you / your organisation?**



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## **SURVEY TIME**

On a scale of 1 to 10....where 1 is totally nul and 10 is “extremely”

- **How much of your work is "relevant"?**
- **How is it received?**
- **Is it understood? Used? Who has been using it?**
- **How much did it contribute to improve evidence-informed policy making?**
- **And to development?**

**PLEASE ENTER YOUR SCORE NOW!**

# WHY WE CARE ABOUT EVALUATION USE

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**“Primary objective of an evaluation is to provide meaningful information from which decisions about programs and related policies can be made”** (House, 1980; Patton, 1997a; Stufflebeam & Shinkfield, 1985; Worthen & Sanders, 1973)

- **Donor and market requirements**

Encourage the “use” of evidence / expectation to demonstrate an “impact”, VfM, and more increasingly so, the production of accessible formats & outputs to disseminate the results.

- **OPM Mission**

OPM has the ambition to reduce poverty and disadvantage and to make a lasting positive impact on a national, regional and global scale.

# **OPM'S INITIATIVES TO PROMOTE RESEARCH UPTAKE**

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**“Research uptake includes all the activities that facilitate and contribute to the use of evidence by policy-makers, practitioners and other development actors”\***

\*DFID (2016) Research Uptake Guidance

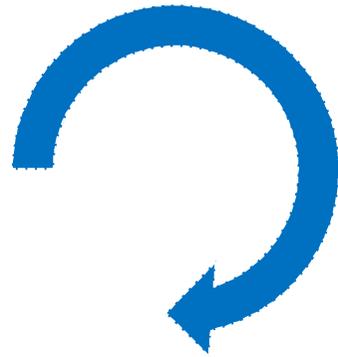
# OPM'S INITIATIVES TO PROMOTE RESEARCH UPTAKE

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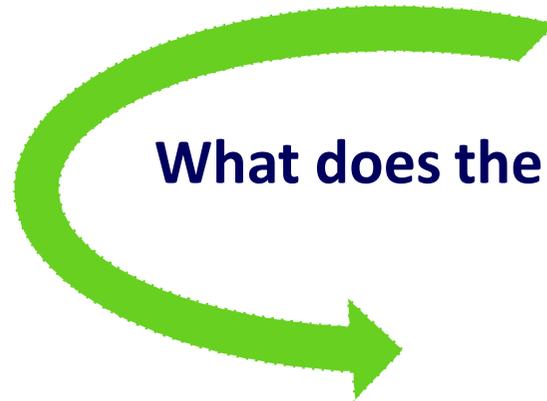
OPM has established a ResUp Hub to **research, innovate and share learning** on research uptake



# OPM'S INITIATIVES TO PROMOTE RESEARCH UPTAKE



**What does OPM do already?**



**What does the rest of the world do ?**



**What should we be doing more systematically?**



**How to learn and share learning across OPM?**

## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE\*

<b>Research Uptake Framework</b>	
<b>Awareness</b>	How to facilitate early discussions with donors and stakeholders around the future use of the results
<b>Agree</b>	How to develop evaluation questions which are relevant and addresses policy-relevant issues and get stakeholders involved in designing appropriate evaluation methodologies
<b>Communication &amp; access</b>	How to design and deliver communication products which are accessible and tailored to different stakeholders' needs and preferences
<b>Interact</b>	How to build trust, create and maintain motivation and interest
<b>Skills</b>	How to assess and build skills to access and communicate results
<b>Structure &amp; Processes</b>	How to create incentives to encourage use

\* Based on Langer L, Tripney J, Gough D (2016). [The Science of Using Science: Researching the Use of Research Evidence in Decision-Making](#). London: EPPI-Centre, Social Science Research Unit, UCL Institute of Education, University College London.

## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE

<b>M1: Awareness</b>	<b>How to facilitate early discussions with donors and stakeholders around the future use of the results?</b>
<b>OPM project examples</b>	<ul style="list-style-type: none"><li>• Early consultations with key stakeholders around understanding and planning their use of the evidence generated (<a href="#">Evaluation of the Child Development Grant Programme</a> (CDGP) and <a href="#">Operational Research and Impact Evaluation (ORIE)</a>)</li><li>• Evaluation timeline set in accordance with policy decisions (<a href="#">Evaluation of the Hunger Safety Net Programme</a> (HSNP))</li></ul>

## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE

<b>M2: AGREEMENT</b>	<b>Building mutual understanding and agreement on policy-relevant questions and the kind of evidence needed to answer them.</b>
<b>OPM project examples</b>	<p>Make the inception phases more participatory to engage a wide range of stakeholders. Workshops that aim to collect research questions / needs from stakeholders and include process to prioritise them. Accessible workshops on methods and options.</p> <ul style="list-style-type: none"><li>• How to facilitate demand—driven research with matchmaking events ( for instance OPM research projects, such as <a href="#">RISE: Improving education systems in low income countries</a> )</li><li>• Flexible add-on qualitative research ‘pot’ for policy relevant questions throughout the evaluation period <a href="#">Impact Evaluation of the Hunger Safety Net Programme</a> (HSNP)</li></ul>

## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE

### M3: COMMUNICATION & ACCESS

Communication needs to be effective, tailored to different stakeholders' needs and preferences, and access to evidence convenient.

### OPM project examples

#### OPM data visualisation products:

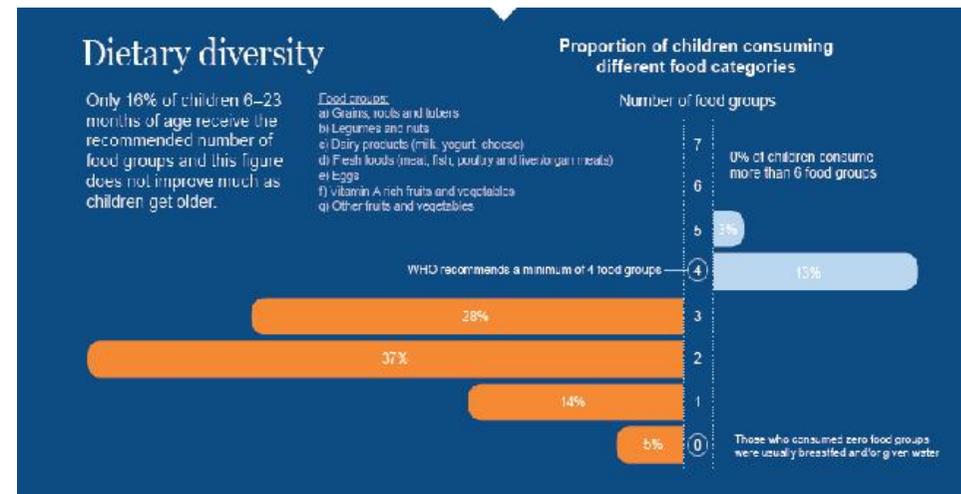
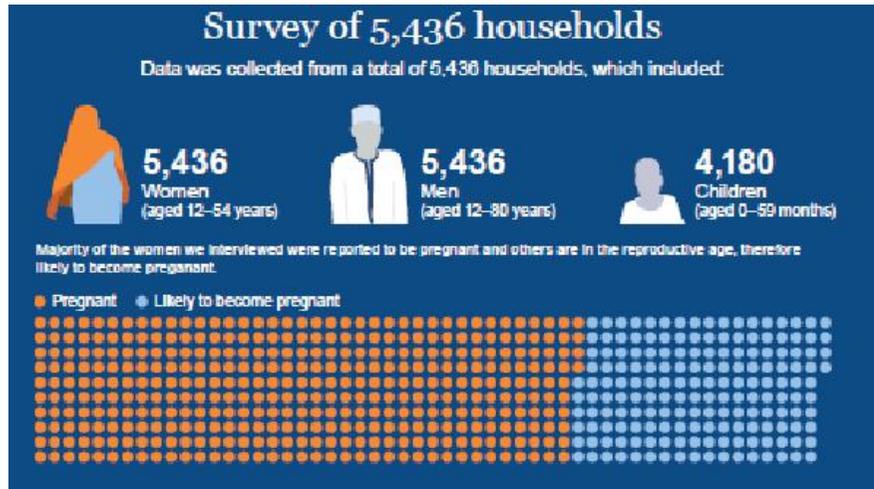
- **Infographics** of a mixed-methods evaluation in:
  - [Evaluation of the Child Development Grant Programme](#) (CDGP) – Northern Nigeria;
  - [Evaluation of the Hunger Safety Net Programme](#) (HSNP) - Kenya
- **Dashboards:**
  - Survey Dashboard; - PSFM dashboard
- **Photo-documentary:**
  - Qual eval in Kenya

#### OPM Making access to evidence convenient:

- [HEART](#) – fast response / evidence help desk

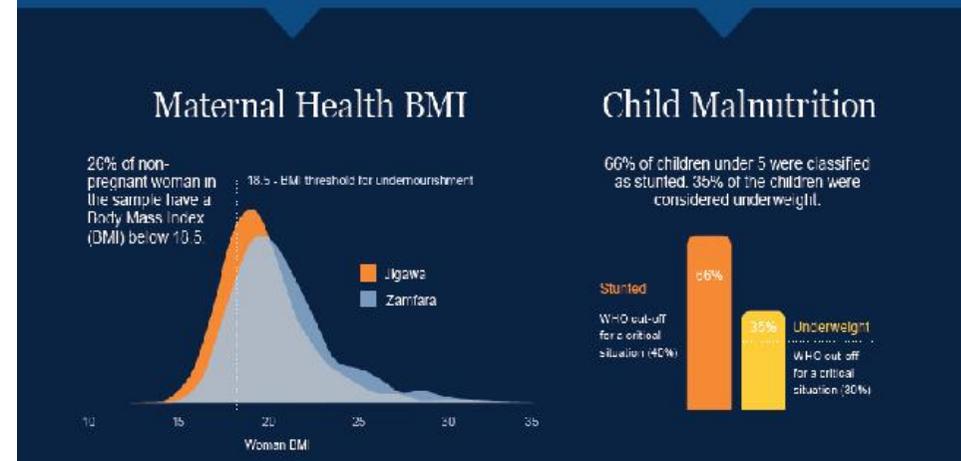
# INFOGRAPHICS

## The OPM Impact Evaluation of the Child Development Grant Programme in Northern Nigeria



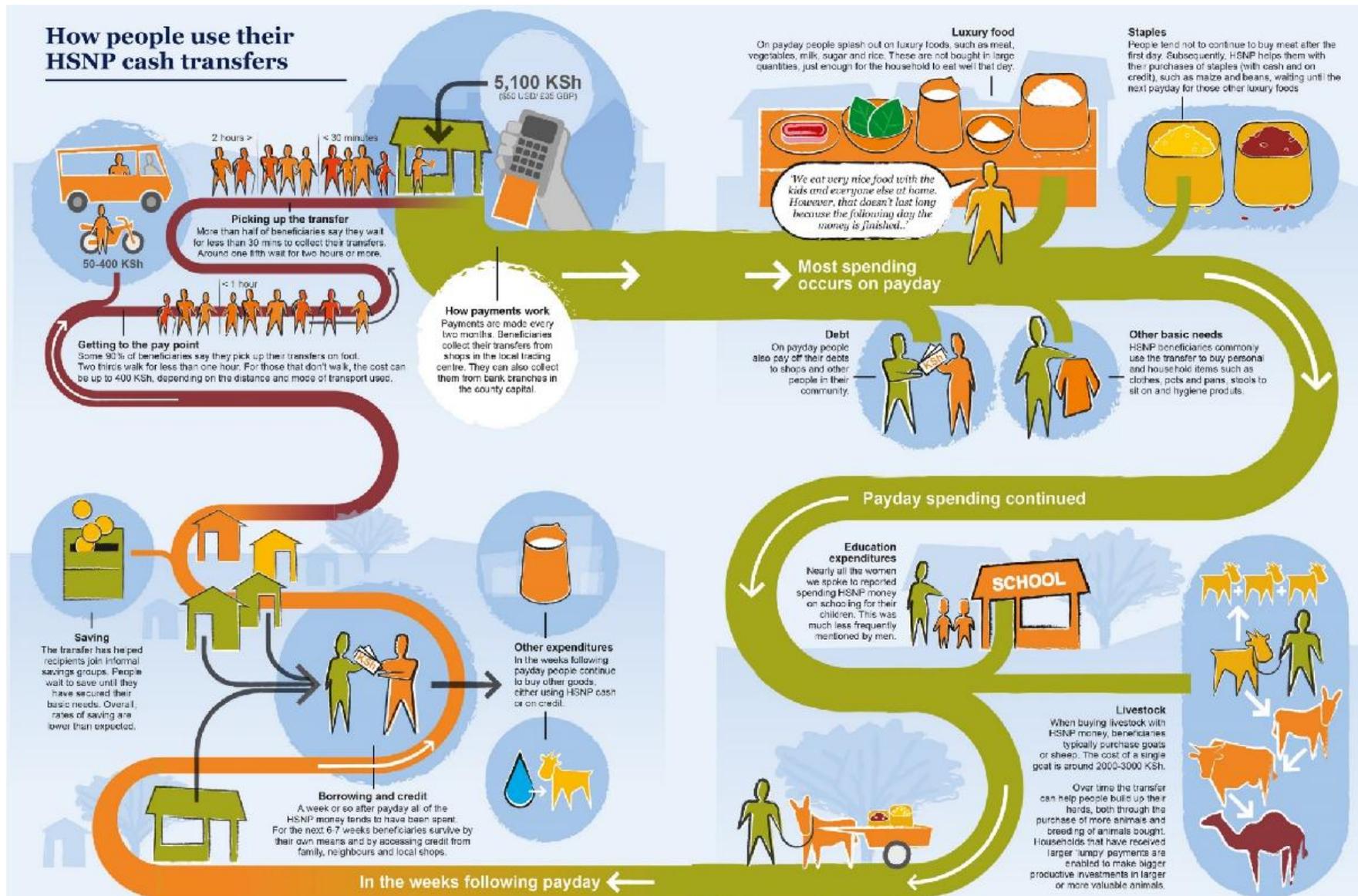
## Nutrition and food consumption

About 10% of households report not having enough food to eat during the lean season and up to 8% of households report not having enough food to eat over the rest of the year



# INFOGRAPHICS

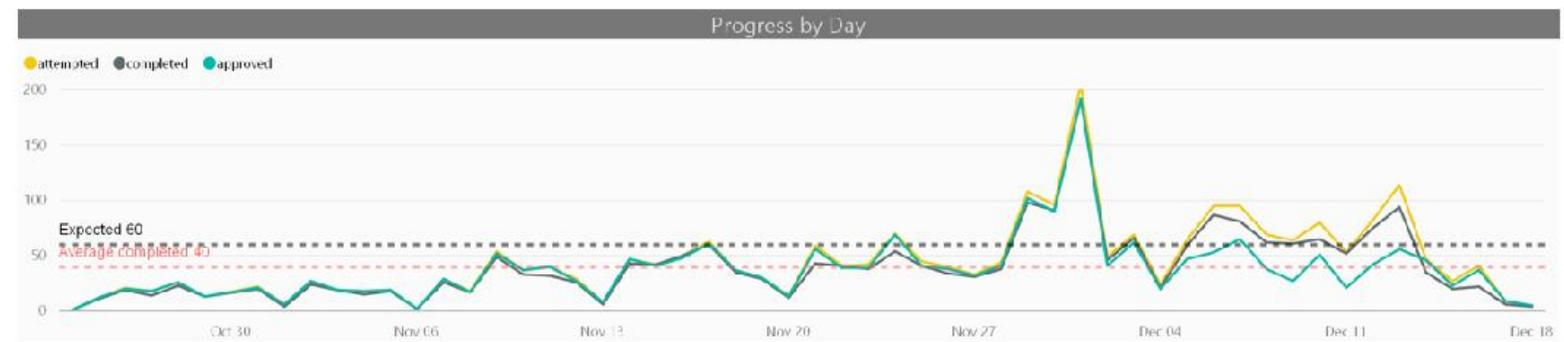
## The OPM Impact Evaluation of the Hunger Safety Net Programme (Kenya)



# DASHBOARDS

## The OPM survey fieldwork management dashboard

### Main progress indicators



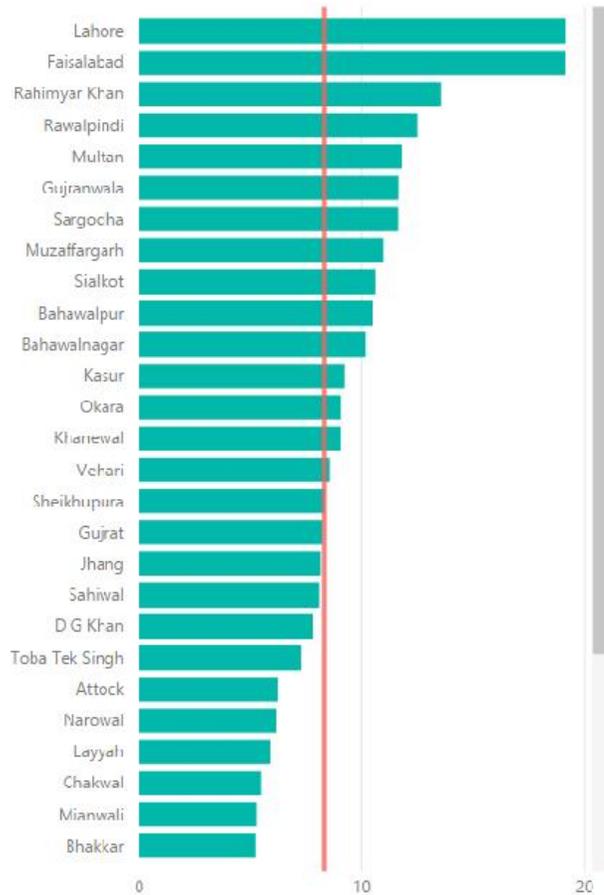
# DASHBOARDS

## The OPM dashboard to visualise impact of different formulas on allocation of transfers

Simulations of distribution of transfers using different equity scenarios

**7.08**  
Max of % of transfers

% of transfers by District



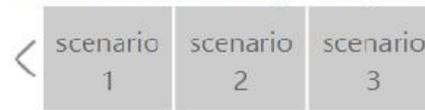
### Equity weight



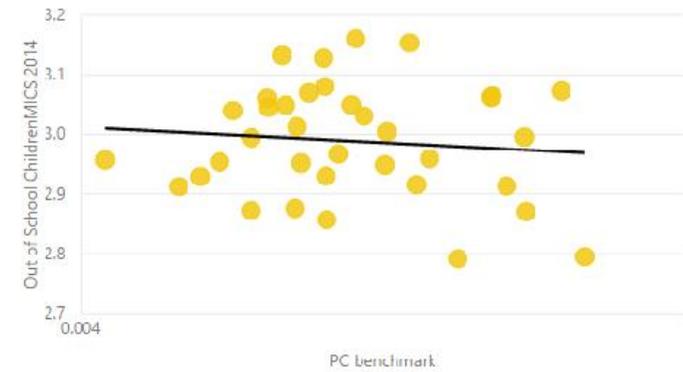
### Population density weight



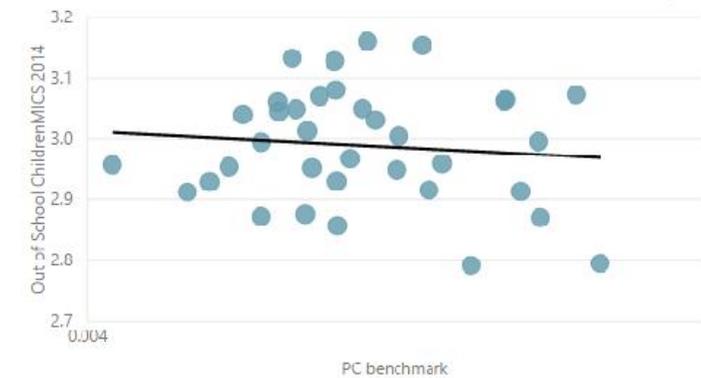
### Private schooling weight



Correlation between ratio of out of school children and p...



Correlation between ratio of out of school children and pe...



## PHOTO-DOCUMENTARY

OPM photo-book to visualise the results of an evaluation of the impact of saving groups

# 'MONEY IS ALWAYS AVAILABLE'

A study of saving groups in Kenya



## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE\*

<b>M4: INTERACT</b>	<b>How to build trust, create and maintain motivation and interest</b>
<b>OPM project examples</b>	<p><b>CONTINUOUS ENGAGEMENT ON PROJECTS</b></p> <ul style="list-style-type: none"><li>• In the <a href="#">Operational Research and Impact Evaluation (ORIE)</a></li><li>• in-country team leader with explicit mandate on policy engagement / networking / dissemination.</li></ul> <p><b>GET FEEDBACK</b></p> <ul style="list-style-type: none"><li>• <b>In ORIE, annual user survey</b> to key stakeholders to receive feedback on key outputs produced and platforms used in the previous 12 months, to enable continuous improvements;</li></ul> <p><b>BUILD TRUST AND RELATIONSHIPS</b></p> <ul style="list-style-type: none"><li>• <b>OPM country offices (9) &amp; established in-country presence</b> through local partners, country offices, and OPM Fellows</li></ul>

## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE\*

<b>M5: SKILLS</b>	<b>Decision makers having the necessary skills to locate, appraise, synthesise evidence and integrate it with other information and political needs.</b>
<b>OPM project examples</b>	<ul style="list-style-type: none"><li>• <b>TRAINING SESSIONS/support</b> for stakeholders.</li><li>• <b>FIELD VISITS</b> -Inviting stakeholders to enumerators' training activities or to do field visit</li></ul>

## A FRAMEWORK TO PROMOTE, PLAN AND MONITOR RESEARCH UPTAKE\*

<b>M6 STRUCTURE &amp; PROCESSES</b>	<b>Influencing decision-making structures and processes.</b>  <b>making the mechanisms of change more salient by encouraging their routine application in organizational processes.</b>
<b>Project examples</b>	<ul style="list-style-type: none"><li>• Set up institutions / departments to support national government decision-makers to integrate evidence in the formulation and design of public policies and programmes:</li><li>• UK What works centre</li><li>• University of Johannesburg’s Centre for Evidence (ACE)</li></ul>

# The ResUp framework as a tool to:

- **Help designing (and budgeting) projects/eval** with appropriate research uptake strategies;
- **Regularly monitor the progress** and “impact” of the research uptake activities and adapt the overall strategy;
- **Contribute to expand the knowledge and evidence** around what works to promote evidence uptake (within OPM and beyond).

## Where we are at:



- **Workshops** to familiarise with the framework and its mechanisms within OPM
- **Populating the framework** with OPM project examples and examples from the literature / outside world.
- **Using it on projects / proposals** to plan / secure appropriate resources for ResUp activities on projects
- **Developing OPM best practices on research uptake**

# Questions for discussion

- What tools / framework does your organisation adopt **to promote** the uptake of evaluation findings?
- How do you **capture and monitor what works and what does not to promote uptake in each project /** evaluation context?
- How do you **compile that learning and share it** (internally and externally)?



# THANK YOU!

**OPM has established a ResUp hub** to promote **research, innovation** and bespoke **support** to projects and organisations on research uptake and data visualisation.

For more information get in touch with [marta.moratti@opml.co.uk](mailto:marta.moratti@opml.co.uk)

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