

IDEV

Independent Development Evaluation
African Development Bank



Communication & dissemination planning – the IDEV experience

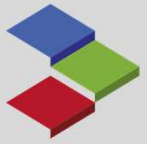
Presenter

Nyagahima Jacqueline, Principal KM Officer

Date and venue

16 Feb, Virtual

idev.afdb.org



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Presentation outline

- | About IDEV at AfDB
- | Communication and dissemination need
- | Why a communication and dissemination plan?
- | Planning stages
- | Steps in developing the C&D plan



Function

- 1 Evaluate the AfDB's policies, strategies, operations/ programs
- 2 Help to improve the Bank's self-evaluation systems, processes and products
- 3 Facilitate feedback of findings, lessons and recommendations from the evaluations
- 4 Assist in strengthening member countries M&E capacity and systems

Key Objectives



Communication and dissemination need

1. Communicate evaluation findings to the Bank's stakeholders to inform them of the **Bank's performance**, encourage **uptake of lessons into the Bank's operations** in order to enhance the development effectiveness of the Bank's operations
2. Share lessons with evaluation partners so they can improve their own operations
3. Share knowledge and educate the public about evaluation work
4. Demonstrate accountability to the Bank

Why a Communication & Dissemination Plan?

In planning for communication and dissemination, IDEV sets out a **strategy to maximize the impact of its evaluation**

- ✓ **Influence action** to improve impact of the Bank's interventions
- ✓ **Bring about change - targeting those who can influence** decisions, policies, actions with evidence-based knowledge, info and insights
- ✓ Contribute to the **body of knowledge** on the development issues evaluated
- ✓ Enhance **IDEV's credibility and visibility for quality evaluative knowledge & solutions** for Africa's development challenges

Why a Communication & Dissemination Plan?

For each evaluation,

- Ensure that communication of **evaluative knowledge** takes place from the **start** of the evaluation to its **completion**.
- Ensure that the knowledge that is shared has **suitable content**, for the **right audience** and that it is delivered at the **right time** using the most appropriate **communication products and channels**
- Plan and **budget** for resources required

Planning stages

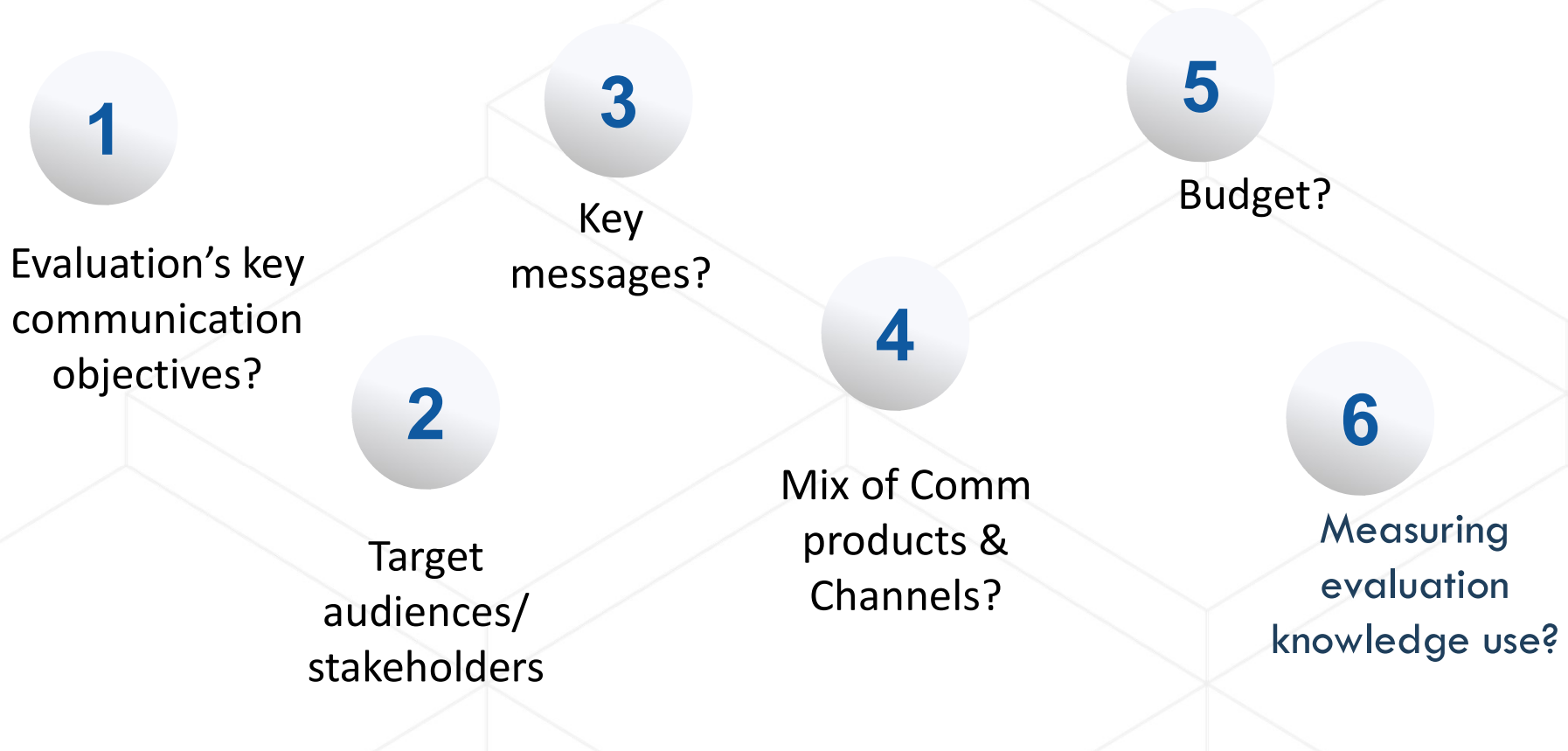
A three-level process:

- 1** High-level communication & dissemination matrix -
at **evaluation launch**
- 2** Preliminary comm & dissemination Plan - **ongoing
evaluation**
- 3** Final dissemination plan - after **evaluation completed**

Steps in developing the communication and dissemination plan

The background features a light gray grid of hexagons. On the right side, there is a vertical bar composed of several colored segments: orange, green, blue, dark blue, purple, red, and orange. In the bottom-left corner, there is a solid blue triangular shape pointing towards the center.

Start by answering these key questions

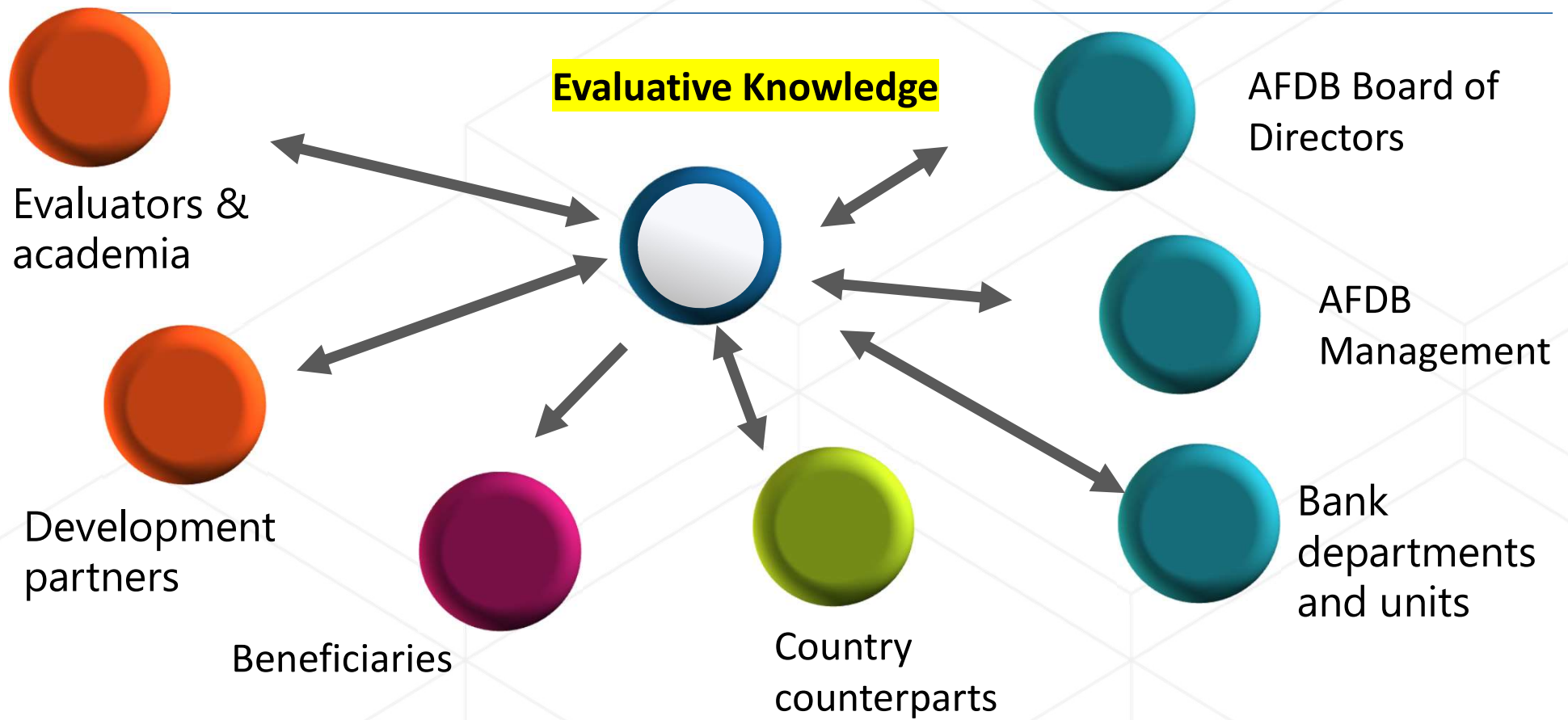


What are the evaluation's key communication objectives?

- Why do we wish to communicate about the evaluation?
- What do we wish to communicate?
- What do we hope to achieve?
- What do we want people to do as a result of receiving our communications?

- Influence the development of the xxx Strategy /policy/.....by.....
- Engage policy makers to...
- Enhance learning to ..work
- raise awareness about critical issues..
- Encourage use of best practices from...

Who are the stakeholders for the evaluation results?



What are the key messages for the target audiences?

From the evaluation,

- What are the key messages (core issues) to be communicated?

Findings, conclusions, lessons, recommendations of the evaluation

- What are the outputs (deliverables) to be disseminated?

Baseline studies, case studies, synthesis reports, evaluation summary report

- What are the knowledge needs of the key stakeholders (target audience)

derived from the key messages & deliverables of the evaluation

Which mix of communication products and channels will be used to reach the target audiences?

- Which are the most appropriate **communication products and channels/pathways/media** to reach the target audiences?

Consider the following:-

- When is the communication product to be used?
- Where are the stakeholders?
- Where will they access/receive the communication product?
- ✓ Decide on the most efficient & cost-effective medium (communication product and channel)

Examples of Communication products

✓ Publications:

- Reports, research briefs
- Journal articles,
- Training, extension materials,
- Presentations, lectures, speeches (oral, power-point)
- Leaflets, Posters, Brochures, pamphlets
- Policy briefs
- Discussion paper series
- Factsheets
- Infographics

- Articles and features (general, technical)
- Press releases
- Book chapters (technical, general)
- Conference papers and proceedings,
- ✓ Video: Documentaries, TV programmes, video clips
- ✓ Audio: Radio programmes, podcasts
- ✓ Data: Survey/Research data

How (Means)? Examples of channels/pathways/media

- Meetings, workshops, conferences, forums, briefings
- Internet: websites, blogs, e-mail, etc
- Databases/ Portals
- Social media (FB, Twitter, YouTube, Youtube/ TikTok, etc)
- Mobile phones: WhatsApp, SMS, mobile Apps
- Print Publications - Books, Reports, Journals, manuals, etc
- Education and training, demonstration
- Press conferences & visits, newspapers, newsletters, magazines, Radio, TV
- Periodic Local, national, regional, international meetings and events results
- Intermediary organisations (NGOs, CSOs, MPs committees)
- direct mail/ physical postage

Which mix of communication products and channels will be used to reach the target audiences?

Examples from one evaluation,

- Prepare for wider dissemination: Published **Summary Report, Executive Summary, and Brief.**
- Collaborate with X to **present the evaluation** at upcoming consultations and sensitization **events (or webinars) in the Bank**
- Prepare a high-level **Lesson Note** for **Senior Management**
- **Post-evaluation news article** to run on **the IDEV/Bank websites** on the evaluation and why it is important.
- Prepare an **Animation** about....., to be displayed **at high level meetings, AfDB/IDEV website**

What is the Budget? (for expertise and services may you require)

Reproduction : Refinement and processing of content

Content capture, Editing, rewriting/translation, graphic design, Audio/video production etc.

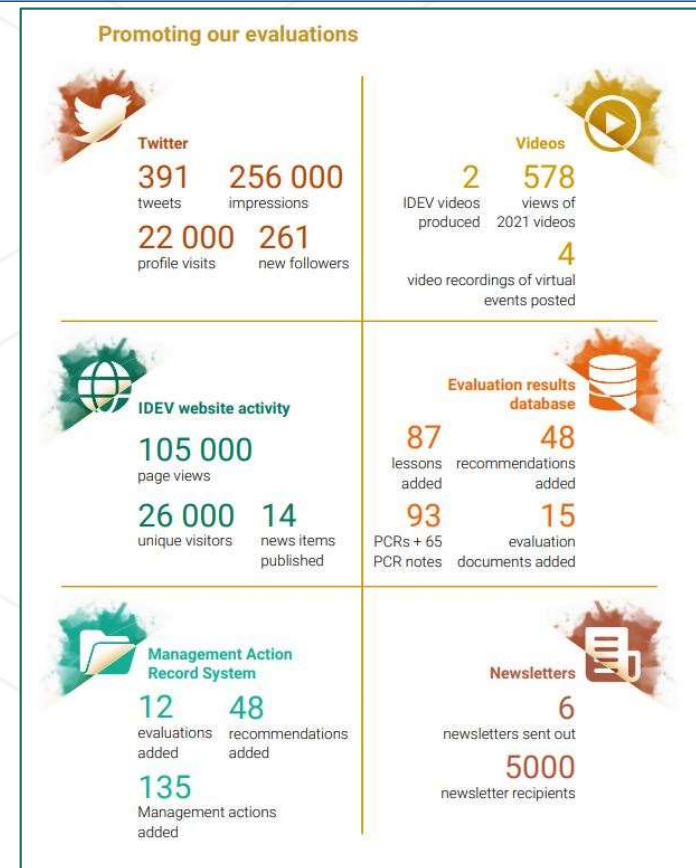
Publishing: Mass production e.g., print materials, memory sticks

Dissemination/Communication

- Conference/ meeting/ workshop
- Newspaper supplements,
- Sponsored Radio/TV shows or documentaries
- Physical Postage/ transportation
- Web design (specialized application/database)

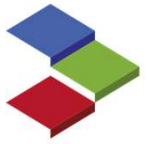
Measuring Evaluation Knowledge Use – M&E

- Measure usage of info & comms products
- **Quantitative:** Email & Website analytics; Google analytics; Social media impact
- **Qualitative:** Surveys: Client satisfaction, Event; After action reviews
- References – in Bank strategies, etc.



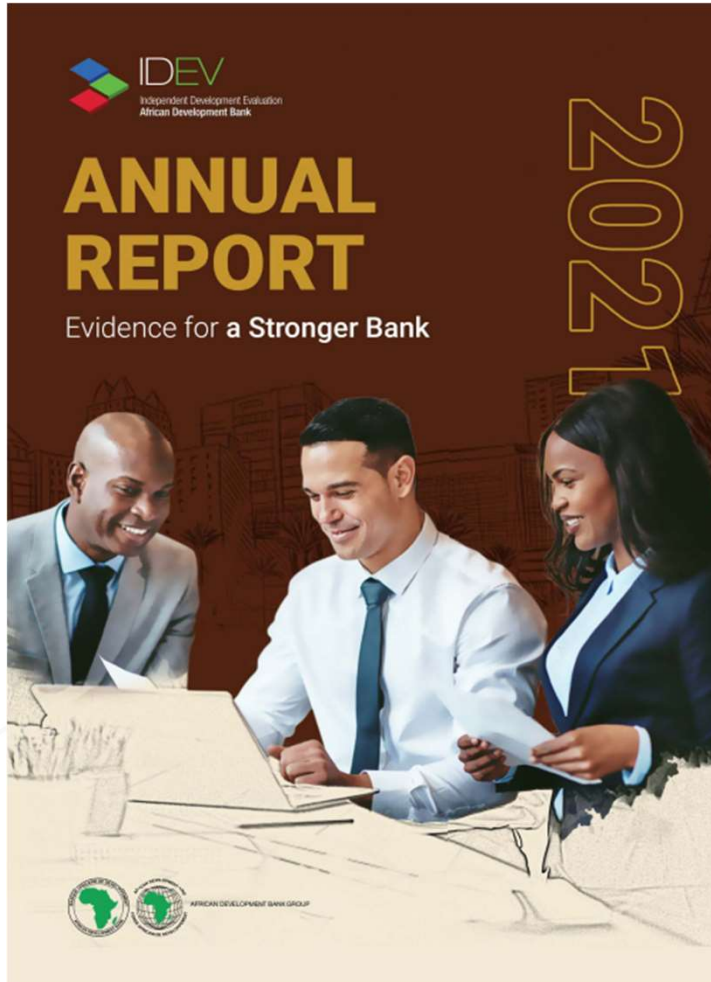
Comm & Dissemination Plan Outline

Dissemination and Communication Plan outline



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African Development Bank



Thank you – keep in touch!



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