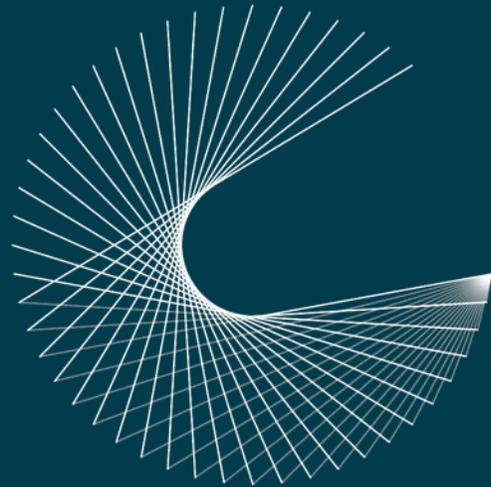


Seek Evidence



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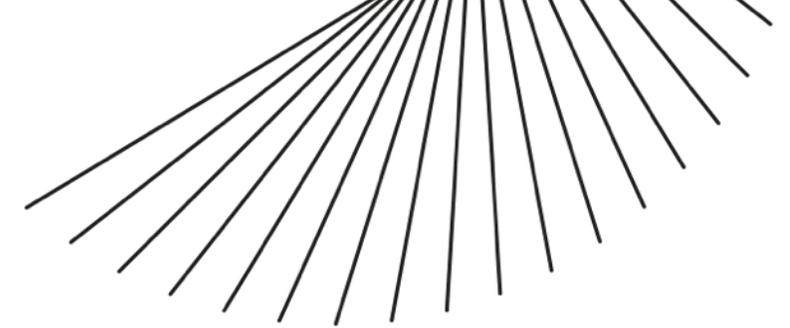
September 24th 2020



SEEK EVIDENCE

Identify methods for RF
Assess evidence quality
Create feedback loops

What is Evidence?



- **Evidence** is data that are systematically collected to demonstrate support (or lack thereof) for an argument or set of assumptions and leads us to accept or not accept that argument



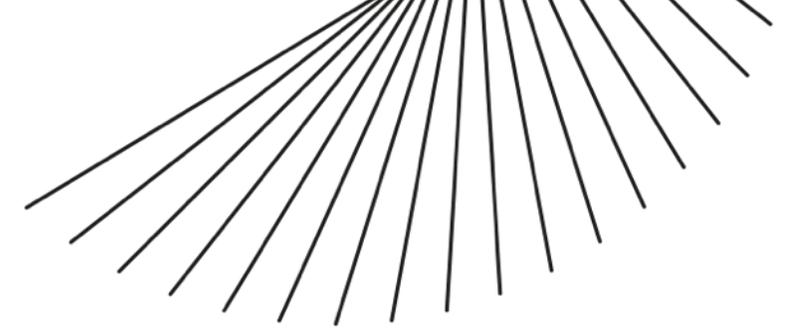
Define Evidence

Identify
Methods

Assess Data
Quality

Create
Feedback
Loops

The Place of Evidence in RF



- We gather evidence in RF to...
 - Minimize knowledge gaps and reduce uncertainty
 - Guide our mid-program decisions
 - Create transparency in our decision-making process

Evidence addresses the learning questions crafted in the learning agenda



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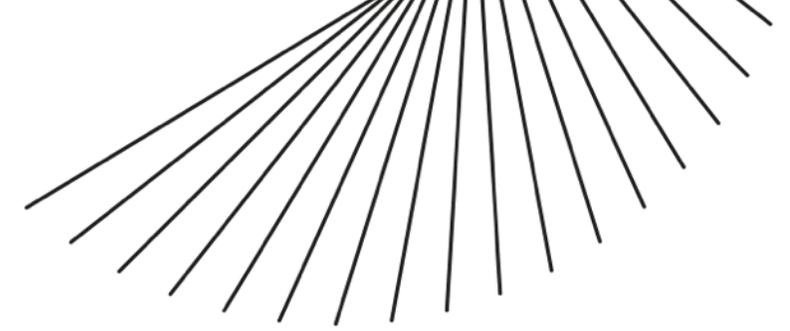
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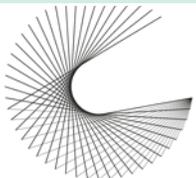
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Recap: Prioritizing Learning Questions



Is the question...	
Useful?	Is there clear applicability to the program? Does it address a knowledge gap?
Timely?	Can the question be answered while the program is still in the field?
Strategic?	Are there ways to leverage existing resources or data to help answer the question?
Feasible?	Do you have the resources to answer this question? Do the benefits outweigh the effort?
Inclusive?	Can the question be developed with, or reviewed by, stakeholders? Does it represent the needs of the program beneficiaries?



THE CURVE

Define Evidence

Identify Methods

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Responsive Feedback Methods

- In-depth interviews
- Focus group discussions
- Ethnographic research
- Stakeholder meetings
- Surveys
- Experiments and randomized controlled trials
- Test and learn cycles
- Document review
- Process data collection

Often in RF activities,
more than one
method will be used to
gather information

Define Evidence

Identify
Methods

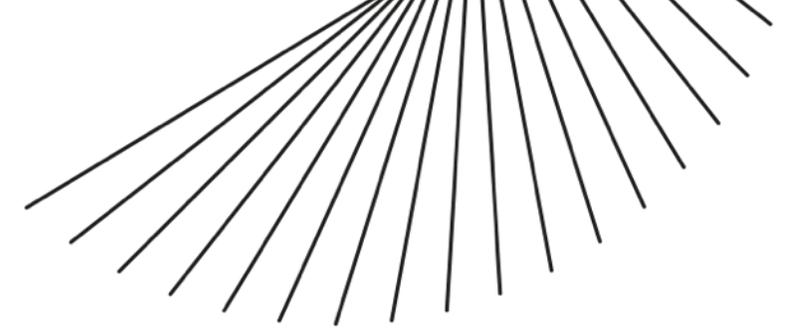
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A decorative graphic on the left side of the slide, consisting of numerous white lines of varying lengths and orientations scattered across a red background. Some lines are horizontal, some are vertical, and many are diagonal, creating a dynamic, abstract pattern.

Pause and Reflect
Make a list of potential method(s) you may use to answer your learning question.

Aligning methods with current program processes



Focus on the needs, scope, and resources of the program

- Determine what is *needed* from evidence before action
- Engage those gathering the evidence and consider providing reports that are relevant to their interests
- Ensure time and resources are available to collect and analyze evidence
- Draw from existing sources whenever possible



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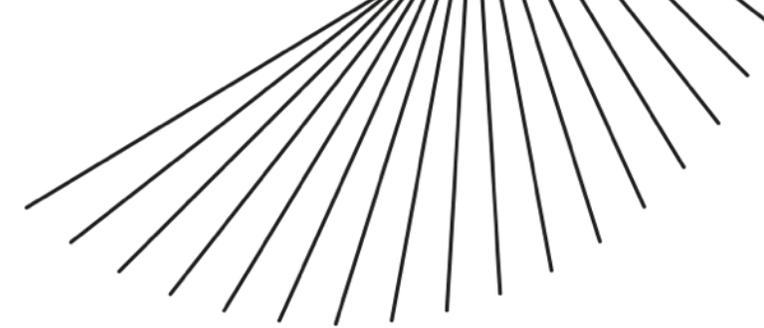
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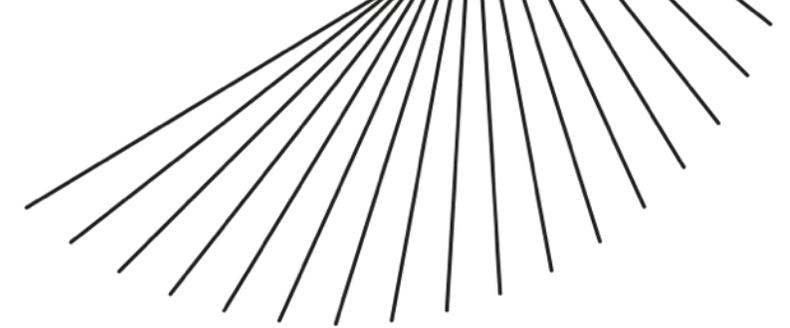
Pause and Reflect:

Now, determine what evidence sources and other resources you currently have that may help to address your learning question. Next, list what you may still need to answer this question.

Feature Case: RASuDiN



RASuDiN Evidence Gathering



- Community dialogues
- Focus group discussions
- Key informant interviews
- Mystery shopping
- Suggestion boxes
- Rapid interviews

Leveraging strategies:

- Integrated RF into routine program activities
- Advocated for RF within regular meetings



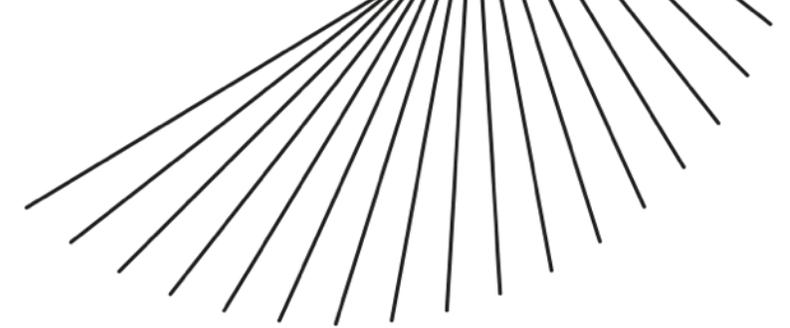
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MTV Shuga



MTV Shuga Naija

16 May at 11:19 · 🌐

How do you talk about safe sex with bae? Share



Learn More

Tracked activity included:

- 14,651 link clicks
- 5,001 reactions (likes)
- 40 comments
- 22 shares

The ad with the highest engagement was identified and informed creating content for the next phase

Leveraging strategy:

Relied upon data already routinely gathered on Facebook for a source of evidence



Define Evidence

Identify Methods

Assess Data Quality

Create Feedback Loops

Key Considerations for Evidence Quality

- **Valid**– gathering what is truly intended to measure
- **Reliable**–stable and consistent results
- **Representative**–what and who the evidence includes—or does not include
- **From a credible source**–relying on trusted sources



Define Evidence

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Using Valid and Reliable Measures



RASuDiN

Used items in their rapid surveys that had been tested in previous studies to measure motivation and ability for DMPA-SC

SAVI

SAVI closely matches interim and outcome measures to a results framework that is regularly reviewed and revised



Define Evidence

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Trustworthy Source: Ethnographers

Using trained ethnographers to observe Anganwadi workers allowed for a deeper understanding about how to best integrate them into program delivery.



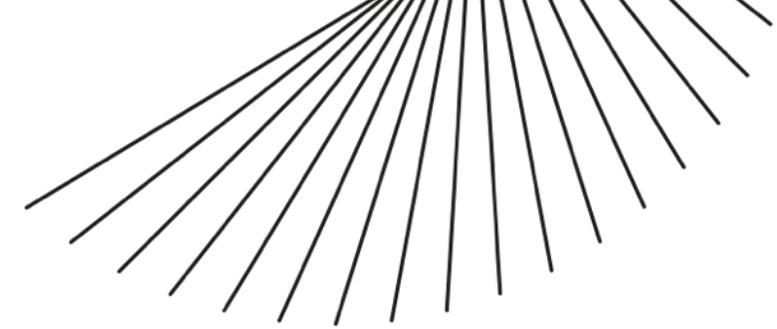
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Trustworthy Source: Stakeholder Evidence for Evolving Contexts



Early development of a COVID-19 dashboard site drew from talking with stakeholders, listening to partner communities, and drawing from the established base of communication science.



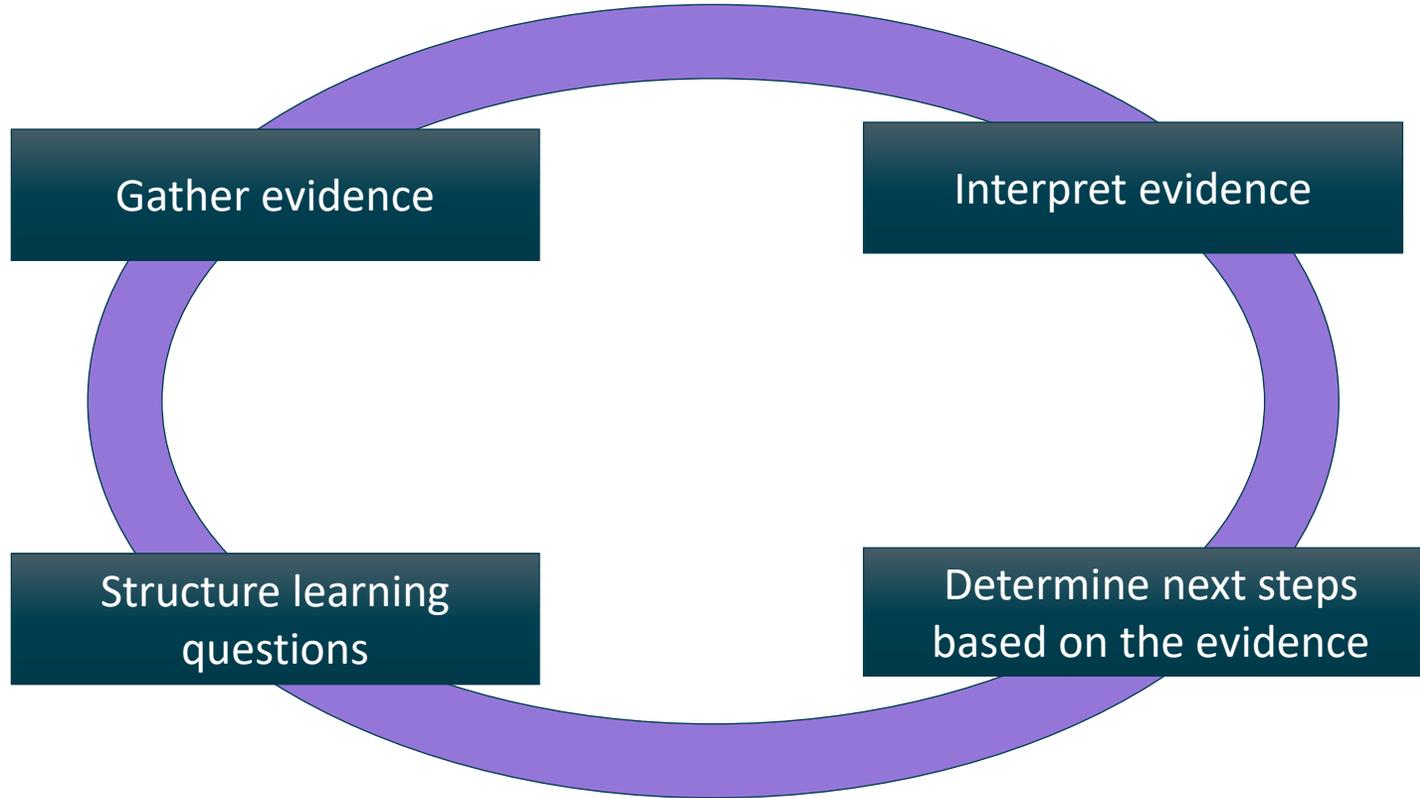
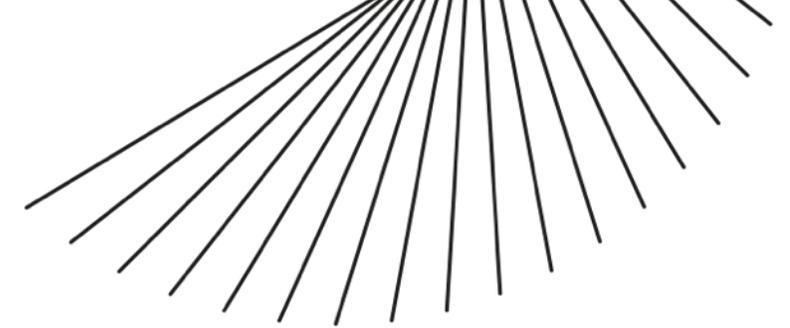
Define Evidence

Identify Methods

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Create Feedback Loops

How does evidence contribute to a feedback loop?



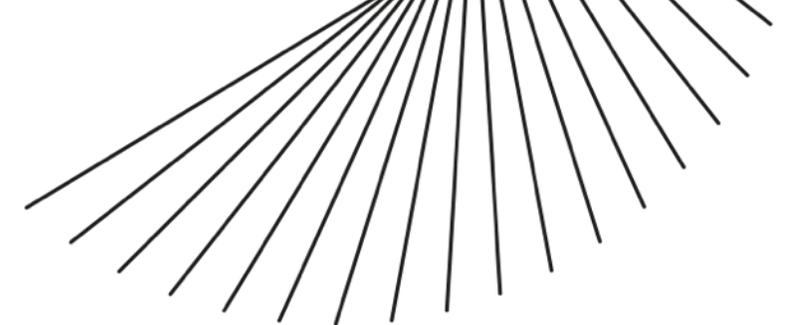
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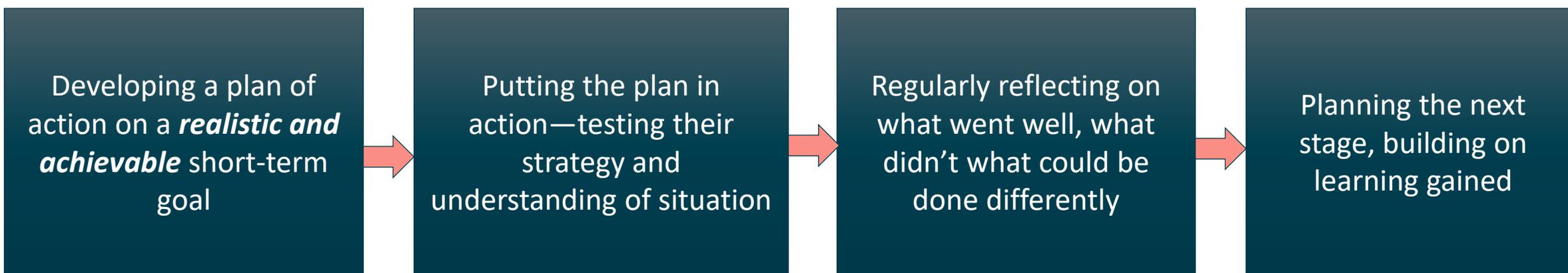
Create
Feedback
Loops

SAVI Feedback Loop



“Snowballing”

Achieving short-term goals and learning from experience

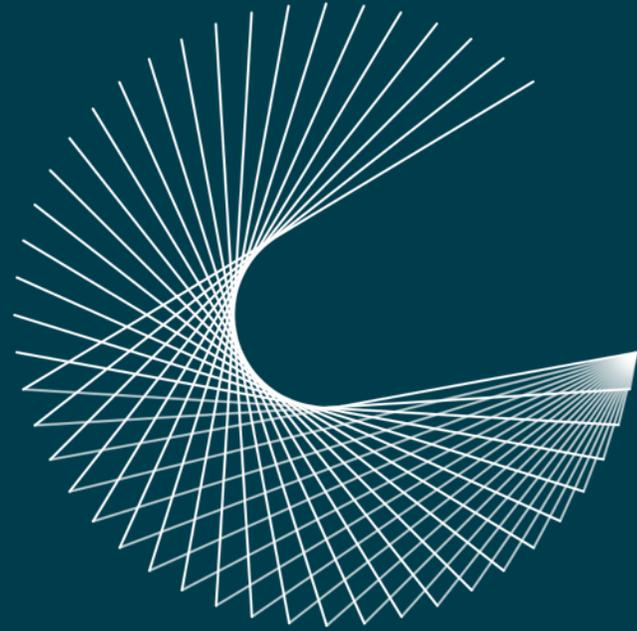


Define Evidence

Identify Methods

Assess Data Quality

Create Feedback Loops



THE CURVE
Get better faster