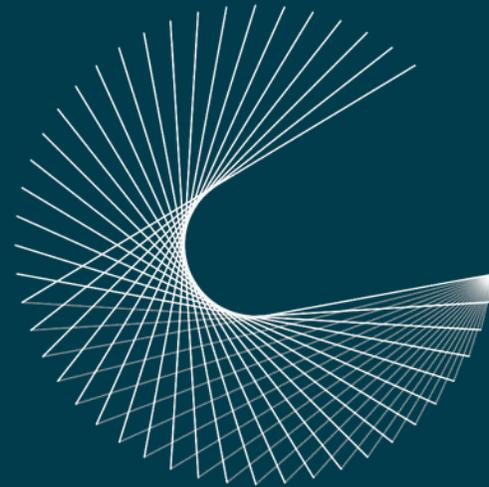


Evolve



THE CURVE

September 30th 2020



EVOLVE

- Interpret evidence
- Pause and reflect
- Make decisions in context

Analyze Evidence

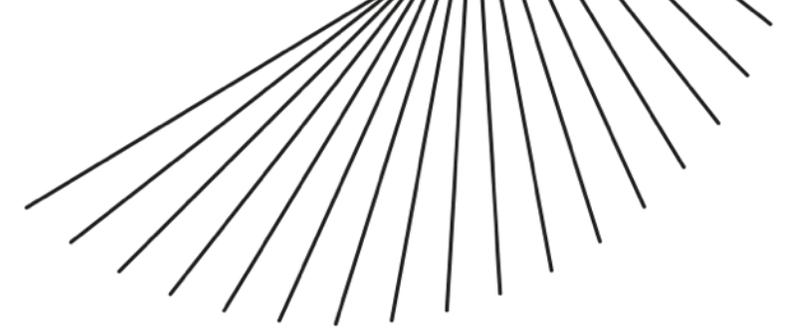
- The timely analysis of evidence can potentially point to
 - Which parts of your program are working... or not
 - Potential ways to fix the problem

Interpret
Evidence

Pause and
Reflect

Make Decisions

Addressing challenges in analyzing data



- As you think through your methods and responsive feedback approach, factor in the potential time it may take to analyze data
- Think through how to streamline analyses:
 - Can a quick count give you a snapshot of activity performance?
 - Are the questions and topics you asked helping to bridge your knowledge gaps?
 - Do the data you are analyzing lead to practical action?



Interpret
Evidence

Pause and
Reflect

Make Decisions

The value of systematic observation

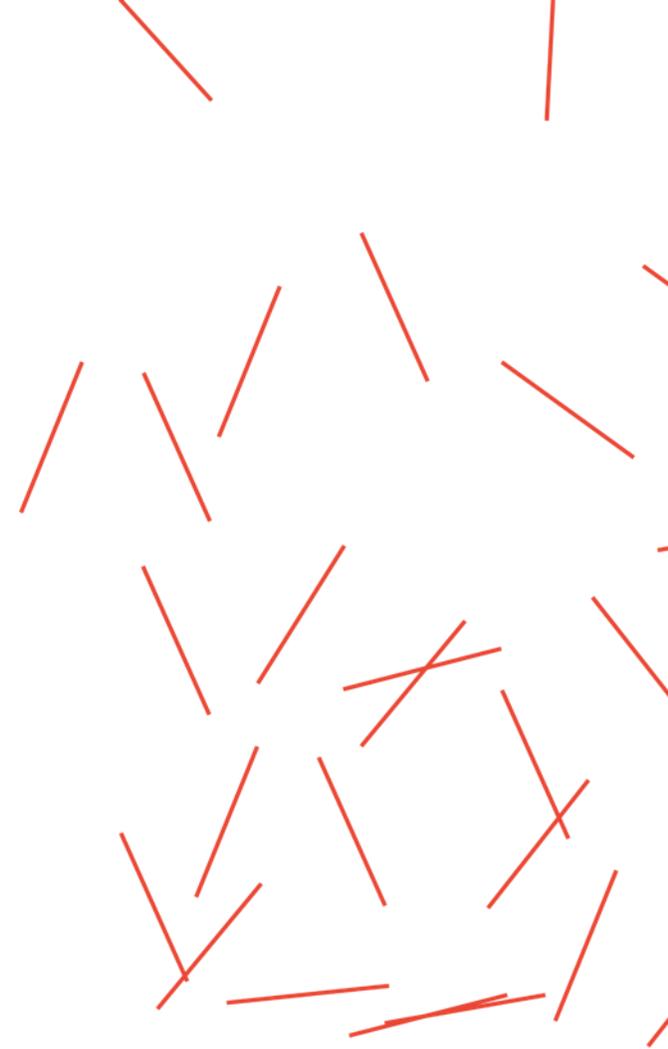
- It is important to note that there are valuable insights that can be gathered from responsive feedback
 - Don't need to have an expensive or complex trial
- The value of using methods is that we are collecting information in with the intention to reduce bias
 - Gathering evidence that is collected systematically and well-documented
 - Can provide valuable insights and create transparency



Interpret
Evidence

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Example: Ashoka University

Session 1-
Card not shown

Session 2-
Card shown

Session 3-
Card not shown

Session 4-
Card not shown

Session 5-
Card shown

Among the ethnographers overall observations, a quick count of how often the card was shown in training sessions pointed to a potential area for improvement.



Example: RASuDiN Radio Program

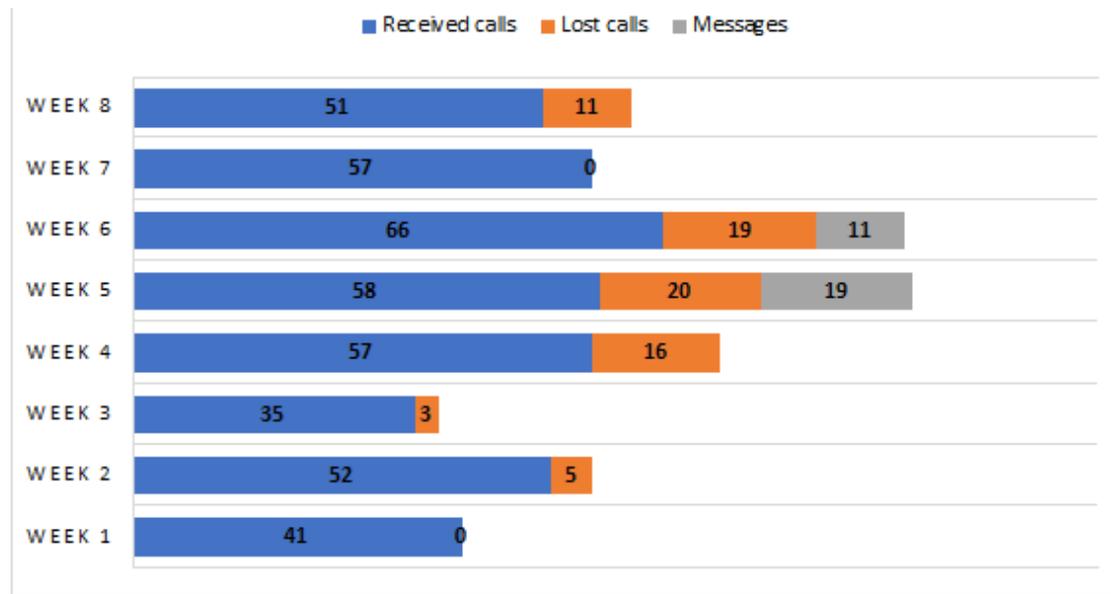
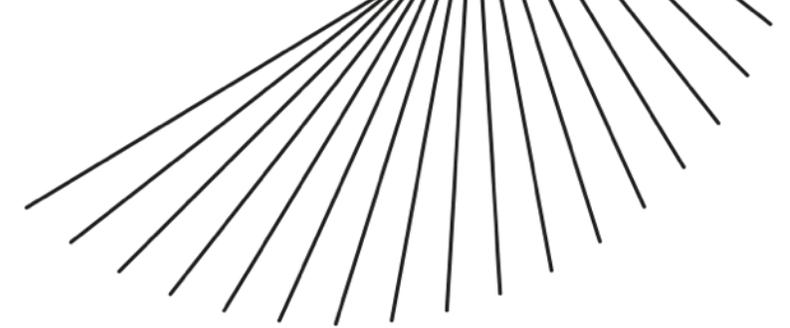


Figure 2 Calls and Text messages Per Week

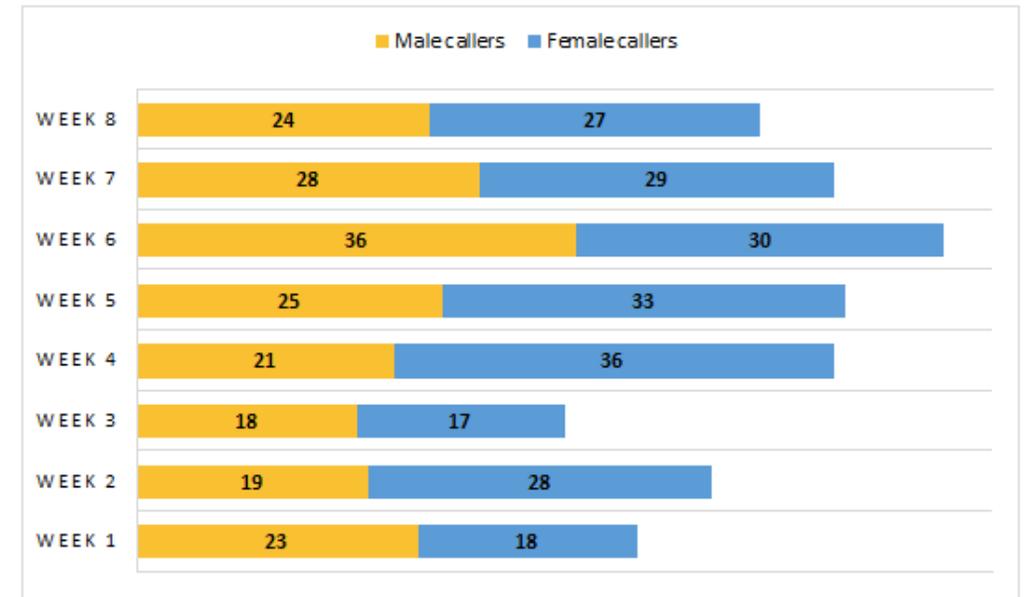


Figure 3 Radio Program Callers Disaggregated by Sex



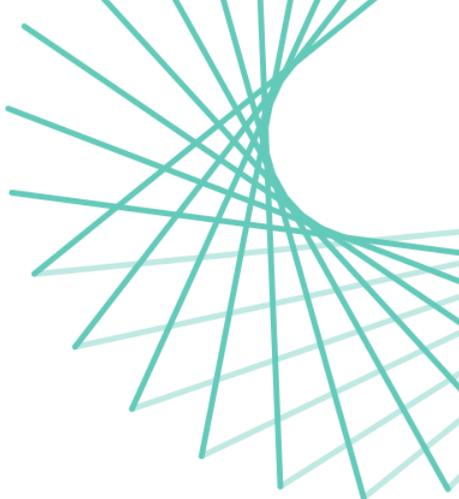
Interpret
Evidence

Pause and
Reflect

Make Decisions

RASuDiN Radio Program

- Analyzing the radio program call-in questions inform topics that need more emphasis in the next set of programs
- Topics that were identified included:
 - The need to understand the benefits, uptake, and suitability of modern FP methods
 - The potential side effects
 - Reservations about promoting among young and single individuals
 - Misconceptions about FP



Focused on topics impacting motivation and ability to engage in FP



THE CURVE

Interpret
Evidence

Pause and
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Make Decisions

Example: MTV Shuga

Through testing different messages, the message with the highest engagement was selected to refine in the next feedback loop

 **MTV Shuga Naija**
16 May at 11:19 · 🌐

How do you talk about safe sex with bae? Share



[Learn More](#)

14,651 link clicks

5,001 reactions (likes)

40 comments

22 shares



Interpret
Evidence

Pause and
Reflect

Make Decisions

Pause and Reflect Purpose

Allows program staff—and stakeholders—the opportunity to see if:

- Their proposed activities are on track to achieve outcomes
- Their Theory of Change needs updating
- Stakeholders are in agreement about the interpretation of evidence and how this should influence action

Reflection in all phases of the program cycle should move beyond “what is happening” into “why” and “what should we change and how”- USAID



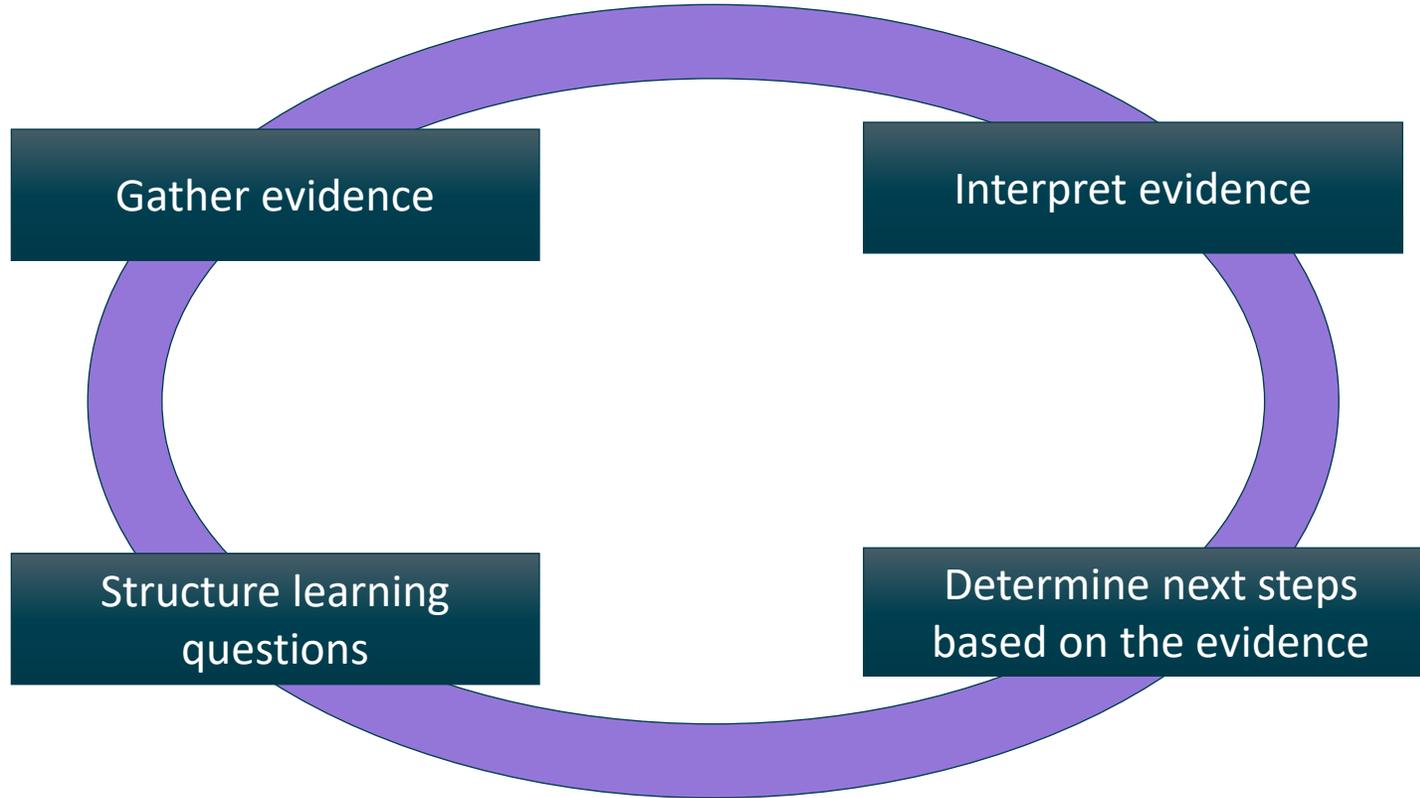
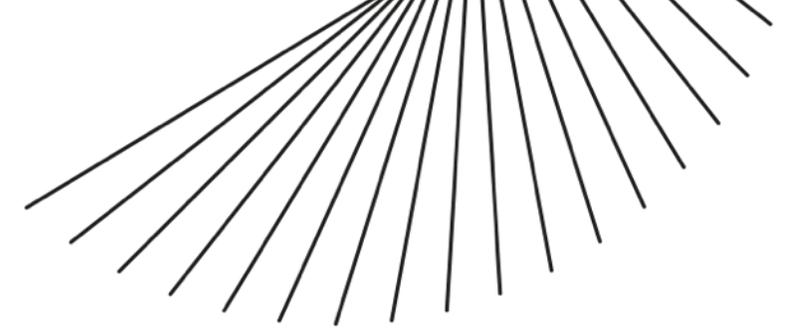
THE CURVE

Interpret
Evidence

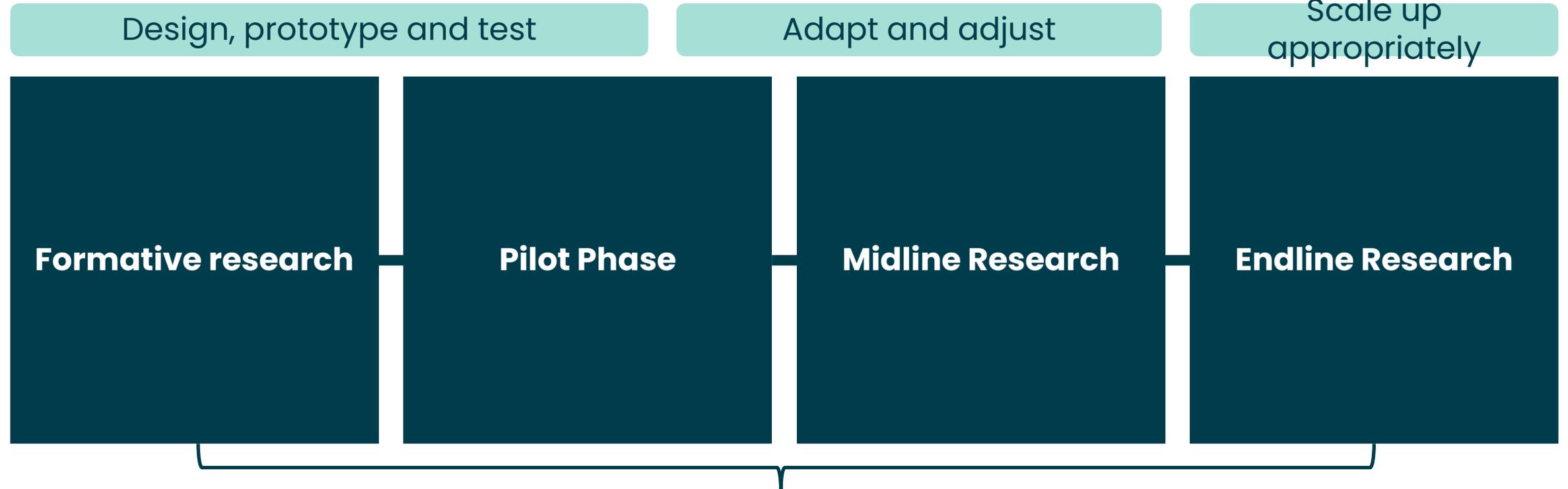
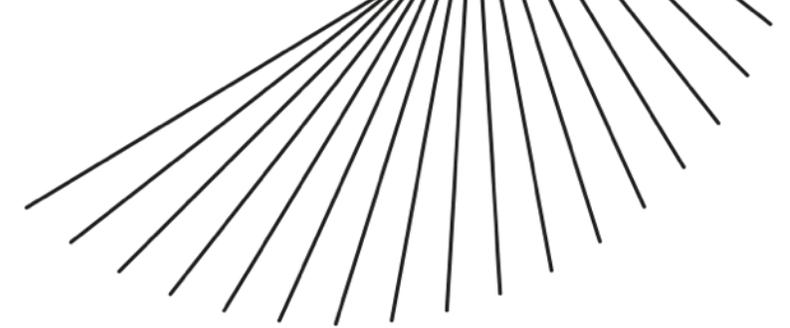
Pause and
Reflect

Make Decisions

Pause and reflect sessions may occur at any point during a feedback loop cycle

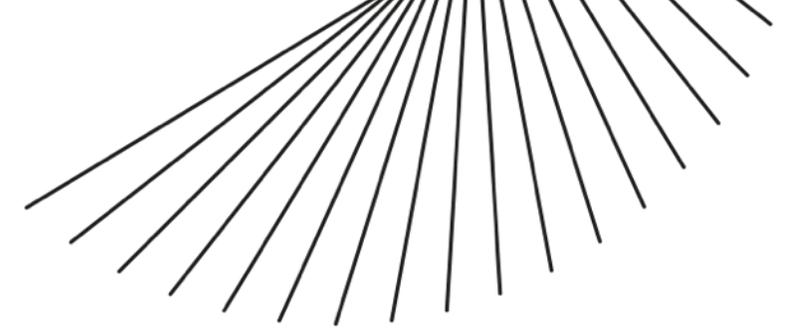


Find Times to Pause



Work with stakeholders to carve out spaces for reflection ahead of time
Emphasize reflection as a part of learning culture
Prioritize clear communication of evidence to minimize time needed within a pause and reflect session

Create a Reflection Strategy



- Clearly state a goal of the session
- Share and interpret evidence
 - Make sure data/results that are shared are clearly stated and are explained in a way the participants will understand
- Listen to varied perspectives
- Revisit assumptions in your Theory of Change
- **Discuss next steps or actions for the program based on evidence**



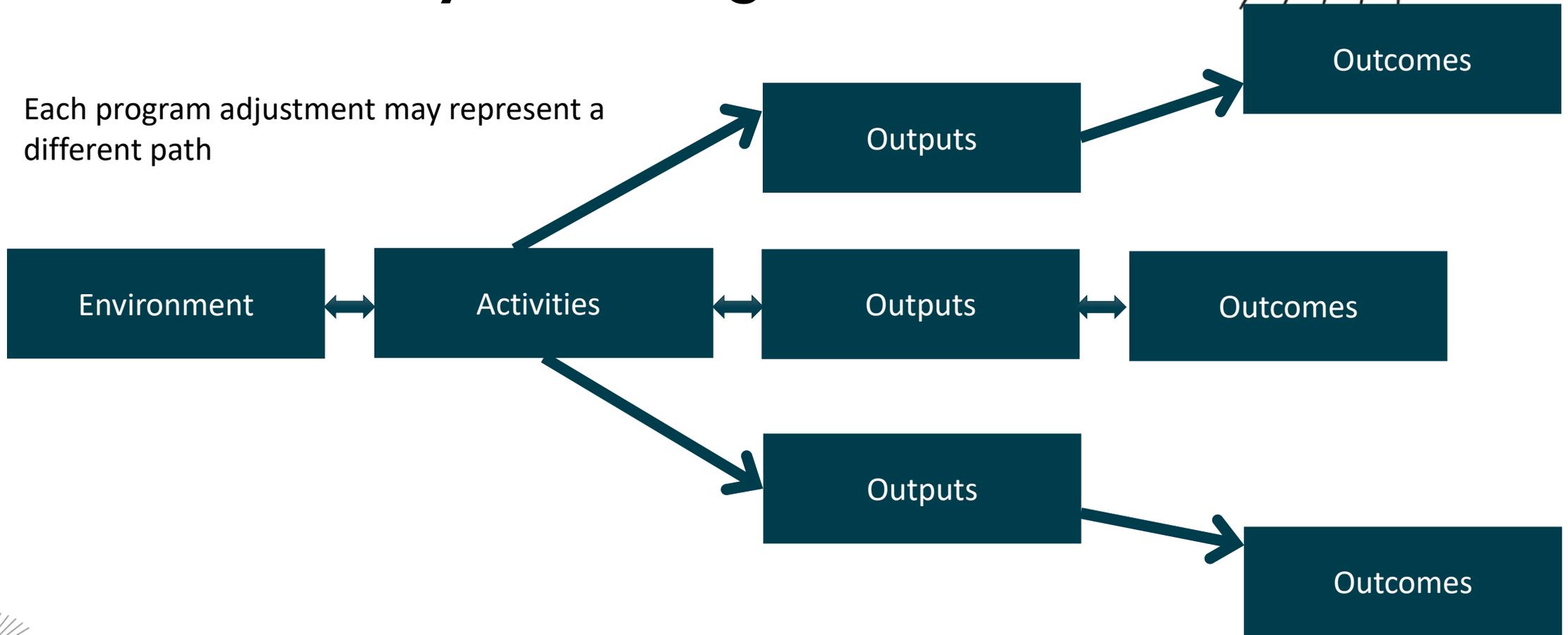
Interpret
Evidence

Pause and
Reflect

Make Decisions

Revisit Your Theory of Change

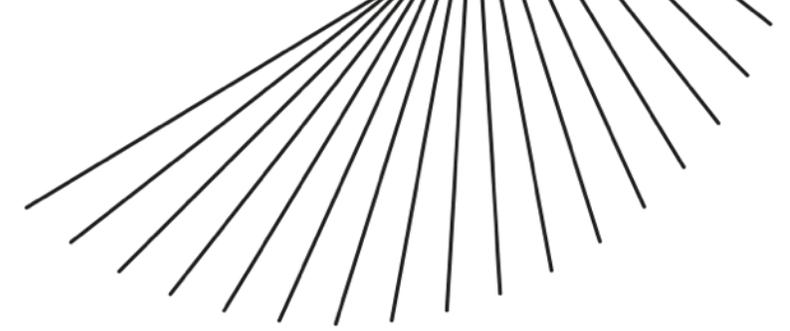
Each program adjustment may represent a different path



Are we going in the right direction?

Are our activities leading to our desired outcomes?

As you make decisions on next steps...



- How big is the decision?
- How costly is the change?
- What is the life stage of the program?
- Does the course of action match with program assumptions?
- Do decisions meet stakeholder needs?
- How urgent is the need for action?

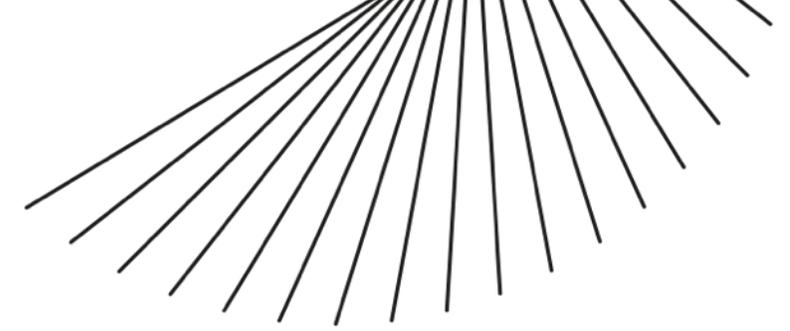


Interpret
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Make Decisions

Large Magnitude Considerations: SKY Girls Campaign channel shift



Low exposure to radio and Facebook by girls in Ghana led to a change in proposed message strategy



Interpret
Evidence

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Small Magnitude Considerations

- Small tweaks to program designs
- May be done without a lot of cost or time effort



Ashoka University

Adding emphasis when training workers to mention cards

Adding Vitamin C to the cards to match the script



Interpret
Evidence

Pause and
Reflect

Make Decisions

Urgent situations impact program decisions



EBOLA EPIDEMIC



COVID-19
PANDEMIC



COVID-19 Dashboard

Recap- What we have covered in this training

