



**Asian Development Bank - International Initiative for Impact Evaluation**

**Video Lecture Series**

# **Using evidence to inform policy**

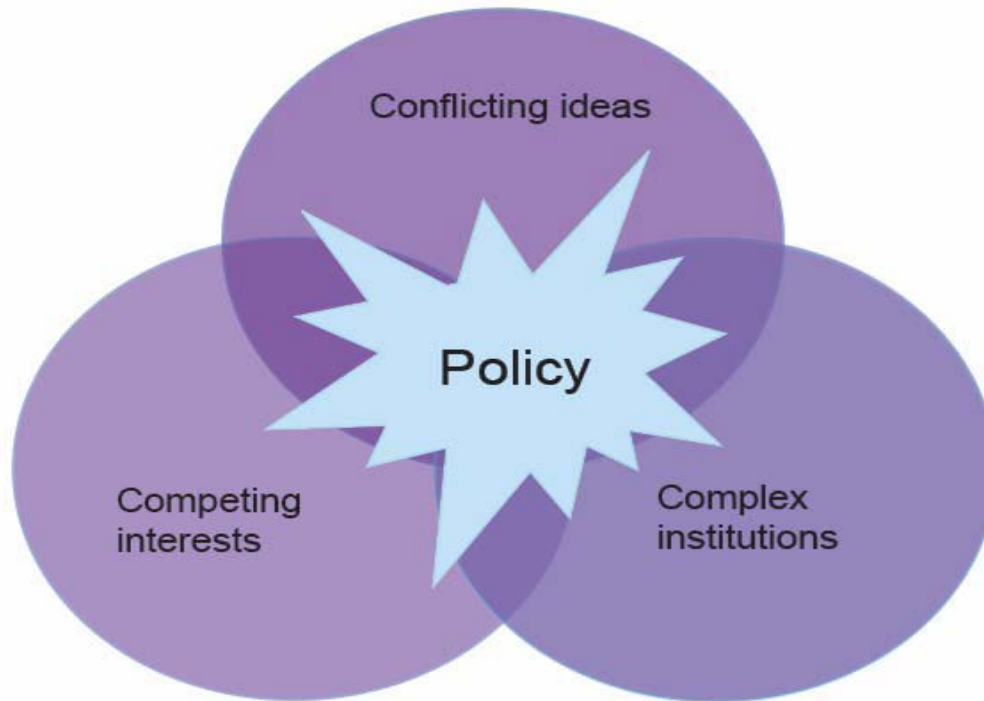
Beryl Leach

# Waiting for the findings



**Doesn't work very well for getting evidence into policy and practice**

# The messy reality



**Evidence plays a minor role in the policy process  
Many factors compete with evidence for attention**

# Getting policymakers' attention

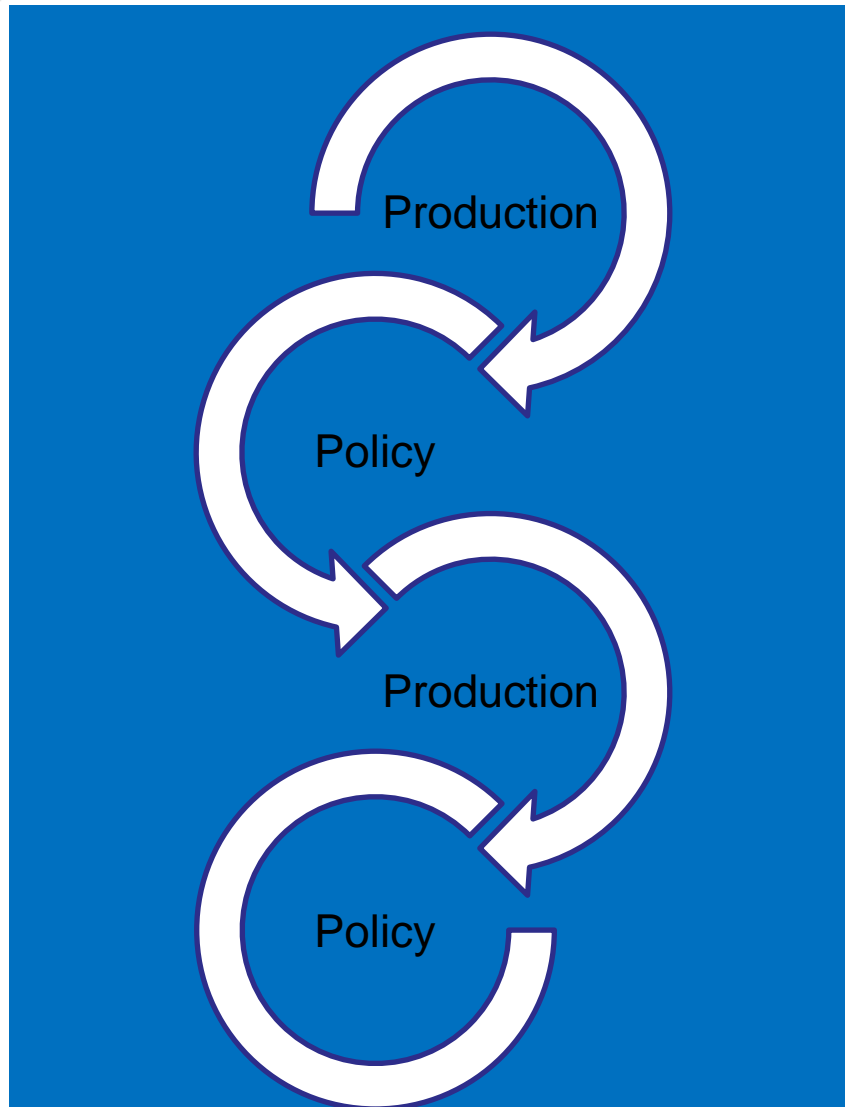


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# Engagement as a virtuous cycle



Establishing a virtuous cycle

between the production of policy-informed research

and evidence-informed policymaking

**Improves uptake and use**

## Rural preschools in Mozambique



- ✓ Improved cognitive and non-cognitive outcomes
- ✓ Increased enrolment

# What was the policy change



- Rollout of preschools across rural areas
- National education strategy includes early childhood development (ECD) for the first time
- Government established a National Commission on ECD

# How did this change happen



- ✓ Teamed up into an organised group to advocate for ECD
- ✓ Encouraged organised partner on government side
- ✓ Regular engagement and communication throughout
- ✓ Clear results



# Evidence use in China



Rural Education Action Project (REAP): successful policy change from impact evaluations



- ✓ Early and on-going engagement
- ✓ Policy action team
- ✓ Chinese research partners
- ✓ Simple messages
- ✓ Site visits
- ✓ Variety of briefs

# How you engage matters



- Have a well thought through plan
- Early engagement with key actors
- Be on-going from the start of the study
- Be ready for opportunities
- Produce information in various formats



# Knowledge translation



- Briefs, one-pagers, flyers
- Case studies and stories of change
- Articles, working papers
- Videos, podcasts, webinars
- Blogs
- Twitter and Facebook
- Study website or webpages
- Email, listservs, newsletters



# Summary



## **Policymakers use evidence that is useful**

- Involved in framing the research and study design
- Were engaged throughout the study, especially at the beginning and at the end
- Findings were timely and feasible
- Messages were clear and presented multiple formats and through multiple channels to key audiences