Stakeholder engagement and evidence uptake and use

Kanika Jha
Policy and Evidence Uptake Officer, 3ie
kjha@3ieimpact.org

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Transparency and Accountability Thematic Window: what are learning so far?

• Finding windows of opportunity to inform early decisions and building capacity

• The role of local research/implementing partner(s)/ local principal investigators

• Existing relationships with key actors

• Multi-stakeholder forums; steering committees and study groups
What challenges still remain?

• Filling the evidence gap in the sector, but also providing context-specific, country-specific lessons on engagement and how evidence is used

• Barriers and facilitators for engagement and use, actors and messaging, formats

• Staff turnover; general elections; delayed engagement, shifting political priorities

• Understanding demand of users, usefulness of evaluations and evidence

• Attitudes and behaviours take time to change. Decision making may not necessarily be evidence driven
Be clear about what you are practicing

Shaxson (2013)
Who are the users of the evidence?

- Programme managers
- Civil society
- Multi- and bi-lateral donors
- International networks or regional organisations
- Researchers
- Implementing agency
- Government agency - central, regional or local
- Private sector
- Media
- Research organisations
- Programme participants
- Government agency - central, regional or local
- Implementing agency
- Researchers
Conceptualisation of evaluation use

Sandison (2005)
- Instrumental
- Process
- Conceptual
- Legitimising
- Ritual
- Non use

Patton (1975)
- Rendering judgment
- Facilitating improvements
- Generating knowledge

Weiss (1999)
- Direct
- Symbolic
- Indirect

Marra (2000)
- Instrumental
- Enlightenment

Jones et al. (2009)
Instances of evidence uptake and use from 3ie-supported studies

- Improve culture of evidence use: 4 (since Oct 2016), 19 (total)
- Change policy or programme design: 2 (since Oct 2016), 26 (total)
- Inform discussions of policies and programmes: 0 (since Oct 2016), 25 (total)
- Inform design of other programmes: 2 (since Oct 2016), 16 (total)
- Close programmes that do not work: 3 (since Oct 2016)
- Take successful programmes to scale: 7 (since Oct 2016)
- Inform global policy discussions: 2 (since Oct 2016), 6 (total)
- Total: 10 (since Oct 2016), 102 (total as of 31 March 2017)

Instances recorded since October 2016
Total as of 31 March 2017
Key elements for effective engagement: who to engage

• Start early: *allows for questions relevant to decision-making,* *creation of policy-level ownership*

• Establish champions: *maintain their support for evaluation,* *using evidence*

• Engage deeply, widely: *policy, practice, intermediaries (media, civil society, public); translate knowledge as needed for each*

• Engage often: *relationships and credibility matter*
Key elements for effective communication: how to engage

- Use multiple prongs: *integrated and regular use of many communication channels: social media, media, listservs, events, meetings, website*

- Translate knowledge: *stories of change, research briefs, learning briefs, policymaker-friendly reports, plain language summaries, presentations, blogs and other channels for pro-active engagement*
Thank you