Communication on sustainable land and water management
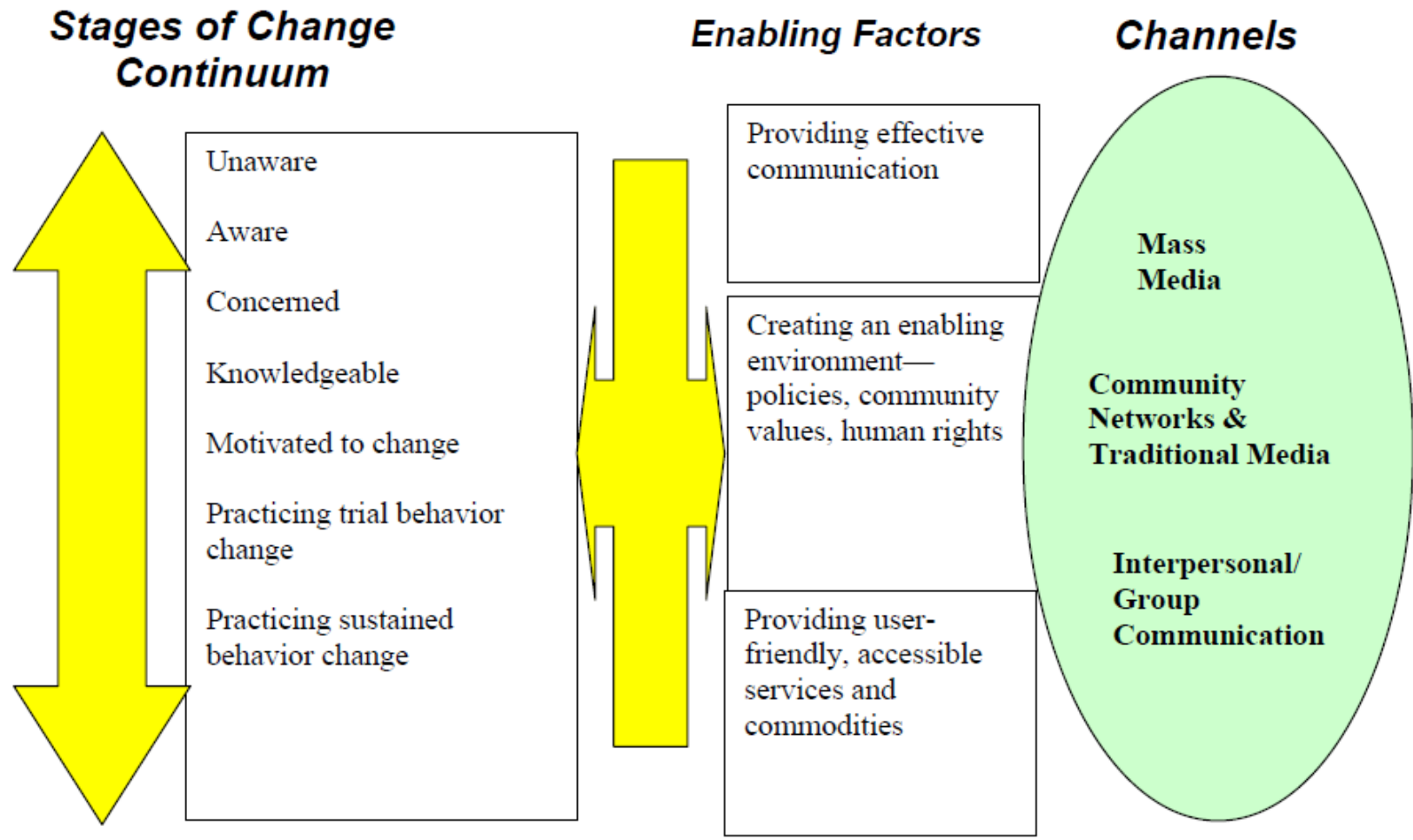
Monitoring and evaluation of communication induced changes in the SAWAP projects

There is NO MANAGEMENT without MONITORING

As soon as the boss decides he wants his workers to d

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Communication for sustainable land and water management: monitoring and evaluating the changes

Stages of Change Continuum

- Unaware
- Aware
- Concerned
- Knowledgeable
- Motivated to change
- Practicing trial behavior change
- Practicing sustained behavior change

Enabling Factors

- Providing effective communication
- Creating an enabling environment—policies, community values, human rights
- Providing user-friendly, accessible services and commodities

Channels

- Mass Media
- Community Networks & Traditional Media
- Interpersonal/Group Communication

A. Introduction to M&E concepts

- *Monitoring* is a continuous function that uses the systematic collection of data on specified indicators to provide management and the main stakeholders of an ongoing development intervention with indications of the extent of progress and achievement of objectives and progress in the use of allocated funds;

- *Evaluation* is the systematic and objective assessment of an ongoing or completed project, program, or policy, including its design, implementation, and results. Four criteria:
    - Relevance and fulfillment of objectives;
    - development efficiency
    - Effectiveness
    - Impact,
    - Sustainability.

- *Monitoring and evaluation are different, but complementary:*

  - **Monitoring** gives information on *where* a policy, program, or project *is* at any given time (and over time) relative to respective targets and outcomes. It is descriptive in intent.

  - **Evaluation** gives evidence of *why* targets and outcomes **are** or **are not being achieved**. It seeks to address issues of causality

- *Comparison of Monitoring and evaluation*

	Monitoring	Evaluation
Action	• Routine collection and analysis of activity data.	• Periodic activity to answer specific questions about performance.
Frequency	• Ongoing.	• Specific times in the project.
Primary questions	• Are we on track? • Are we doing what we had planned?	• How well did we perform? • What effect did our activities have?
Focus	• Program implementation.	• Program effectiveness.

B. Foundation which the M&E system should built upon

I. **Causal Analysis Framework: What does the project want to change and how?**

– The major problem and condition(s) that the project seeks to change.

– Factors that cause the condition(s).

– Ways to influence the causal factors, based on hypotheses of the relationships between the causes and likely solutions

– Interventions to influence the causal factors

– The expected changes or desired outcomes

B. Foundation which the M&E system should built upon

II. Logframe or Logical Framework: What are the specific objectives to achieve this change?

- **Goal**: To what extent has the project contributed towards its longer term goals? Why or why not? Why did they arise?
- **Outcomes**: What changes have occurred as a result of the outputs and to what extent are these likely to contribute towards the project purpose and desired impact?
- **Outputs**: What direct tangible products or services has the project delivered as a result of activities?
- **Activities**: Have planned activities been completed on time and within the budget? What unplanned activities have been completed?
- **Inputs**: Are the resources being used efficiently?

B. Foundation which the M&E system should built upon

III. The Indicator Matrix: What are the indicators and how will they measure this?

- An indicator matrix is a critical tool for planning and managing data collection, analysis, and use. It expands the logframe to identify key information requirements for each indicator and summarizes the key M&E tasks for the project.
  - Related names: M&E plan, indicator planning matrix, or data collection plan

B. Foundation which the M&E system should built upon

The Indicator Matrix or M&E Plan component
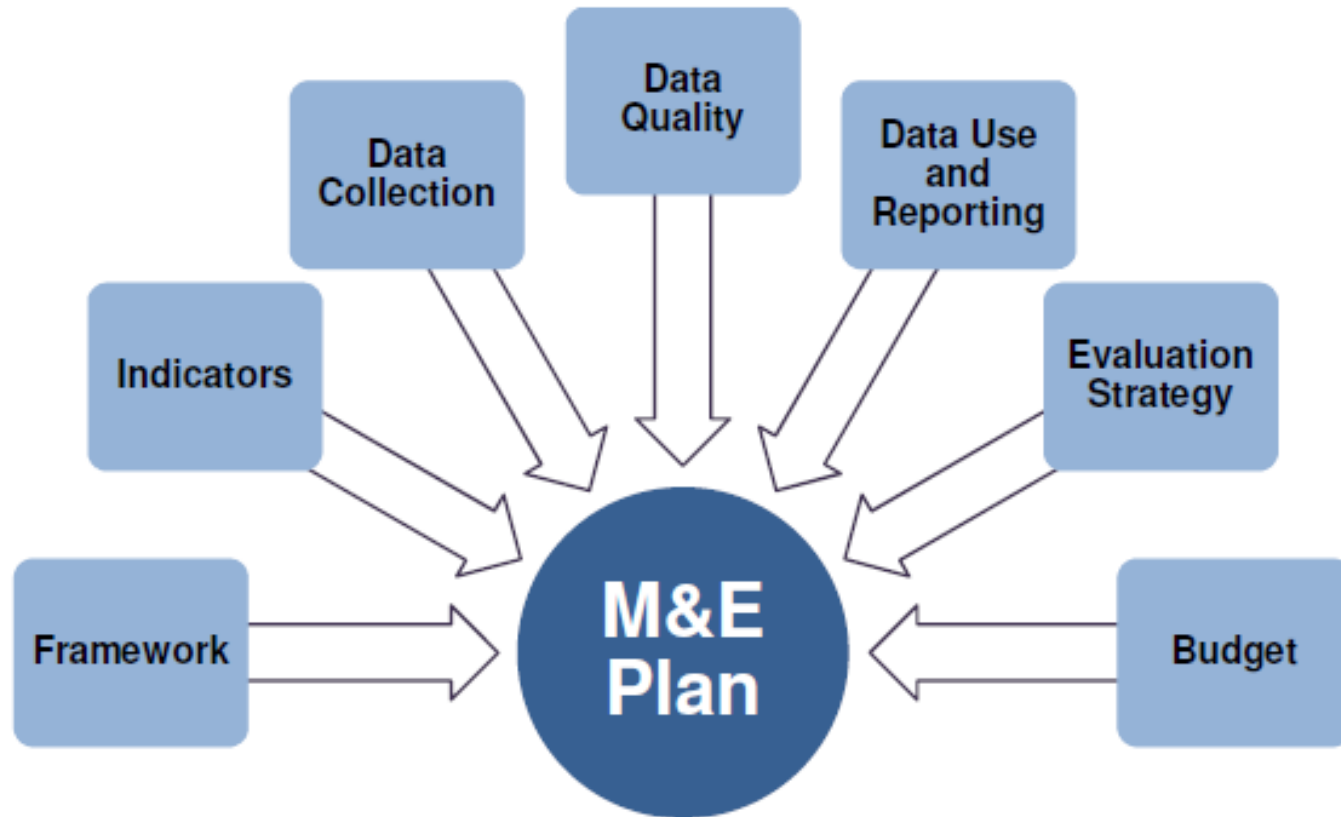
B. Foundation which the M&E system should built upon

IV. Data Collection and Analysis Plan: How will the data be collected and analyzed?

– The data collection and analysis plan expands on the information provided in the indicator matrix by describing in detail how data and information will be defined, collected, organized, and analyzed.

– Major sources of data and information for project monitoring and evaluation include:

- Secondary data. Useful information can be obtained from other research or organizations;
- Sample surveys. A survey based on a random sample taken from the beneficiaries or target audience of the project is usually the best source of data on project outcomes and effects.
- Project output data. Most projects collect data on their various activities, such as number of people served and number of items distributed.
- Qualitative studies. Qualitative methods that are widely used in project design and assessment are: participatory rapid appraisal, mapping, key informant interviews, focus group discussions, story of changes, and observation;
- **Etc.**

B. Foundation which the M&E system should built upon

V. **Information Reporting and Utilization: What are the forms and functions for reporting ?**

– Advance learning among project staff as well as the larger development community;

– Improve the quality of the services provided;

– Inform stakeholders on the project benefits and engage them in work that furthers project goals

– Inform donors, policy makers and technical specialists of effective interventions (and those that did not work as hoped)

– Develop a project model that can be replicated and scaled-up.

– **The forms of will depend on the functions**

C. Monitoring and evaluation of communication activities-Process and tools

- # First step: the communication plan and strategy
  - The communication plan shall include an indication of how the information and publicity measures are to be monitored and evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community;
  - The means used for implementing monitoring and evaluation of the communication plan shall be proportional to the information and publicity measures identified in the communication plan
  - **I believe that all SAWAP projects have developed communication plan or strategy.**

C. Monitoring and evaluation of communication activities-Process and tools

- **Second step: Setting deliveries for monitoring and evaluating in your communication activities**
  - **Communication output**: this is the actual product of a communication activity, what is delivered to the target audience (e.g. conferences held, press releases distributed..)
    - These figures reveal nothing about the quality, reach, impact or utility of your communication activities
  - **Outgrowth**: this refers to how the target public demands and receives the output produced (response rates which can be measured, include media clippings, attendance figures, web hits…);
    - Provides information on the availability of information and who potentially received it, but not information on how much of the information was retained or led to further impact.

C. Monitoring and evaluation of communication activities-Process and tools

- **Third step: Setting outcomes for monitoring and evaluation of your communication activities**
    - *Outcome I- Awareness/knowledge*: impact can be assessed in terms of knowledge gains that can be traced to com activities;
        - awareness raising is often too vague
    - *Outcome II- Attitude/perception: (*Positive) perception of a project or your programme;
        - often Monitoring and evaluations of attitudes lack clear objectives; changes cannot be traced back to communication measures
    - *Outcome III- Behaviour:* E.g. influence on national and/or regional policy (eg. SLWM policy)
        - Most obvious when things have gone wrong (protests, complaints…)
        - However, behavioural communication impacts can hardly be isolated validly

D. Communication M&E approaches and tools

- **Communication deliveries/Outputs**
  - **Events**
    - Keep track of participants' lists and contacts (including journalists)
    - Prepare a questionnaire for feedback or conduct a brief online survey after your event
  - **Online tools**
    - Monitor your website hits in connection with certain events, after having sent out a press release etc.…
    - Social media activities
  - **Publications**
    - Keep track of who received your publications (distribution lists) and the number of publications disseminated. Get feedback through surveys or focus groups.

D. Communication M&E approaches and tools

- **Media monitoring and evaluation of media impact**
  - **Step 1**
    - Compile an archive including press clippings and screenshots of websites that mentioned your programme (incl. date!)
    - If you cover a large programme area (e.g. transnational programmes) you may also think about hiring a professional media monitoring service, although this can be costly
    - Keep also a media archive of radio and TV programmes that mentioned your programme
    - Set up a library/archive with your projects' publications
  - **Step 2**
    - Evaluate the content of the media or stories and its effectiveness (content analysis)

# D. Communication M&E approaches and tools

- Three approaches to content analysis in media and/or story of changes content

Type of Content Analysis	Study Starts With	Timing of Defining Codes or Keywords	Source of Codes or Keywords
Conventional content analysis	Observation	Codes are defined during data analysis	Codes are derived from data
Directed content analysis	Theory	Codes are defined before and during data analysis	Codes are derived from theory or relevant research findings
Summative content analysis	Keywords	Keywords are identified before and during data analysis	Keywords are derived from interest of researchers or review of literature

E. Concluding remarks

Monitoring and evaluation are activities that help identifying and measuring results of projects, programmes or policy.

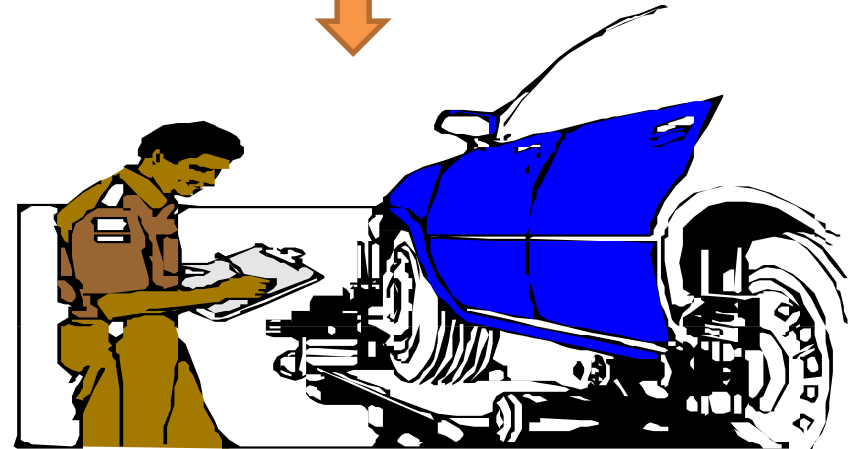Communication activities are not exception, if they intend to yield results.
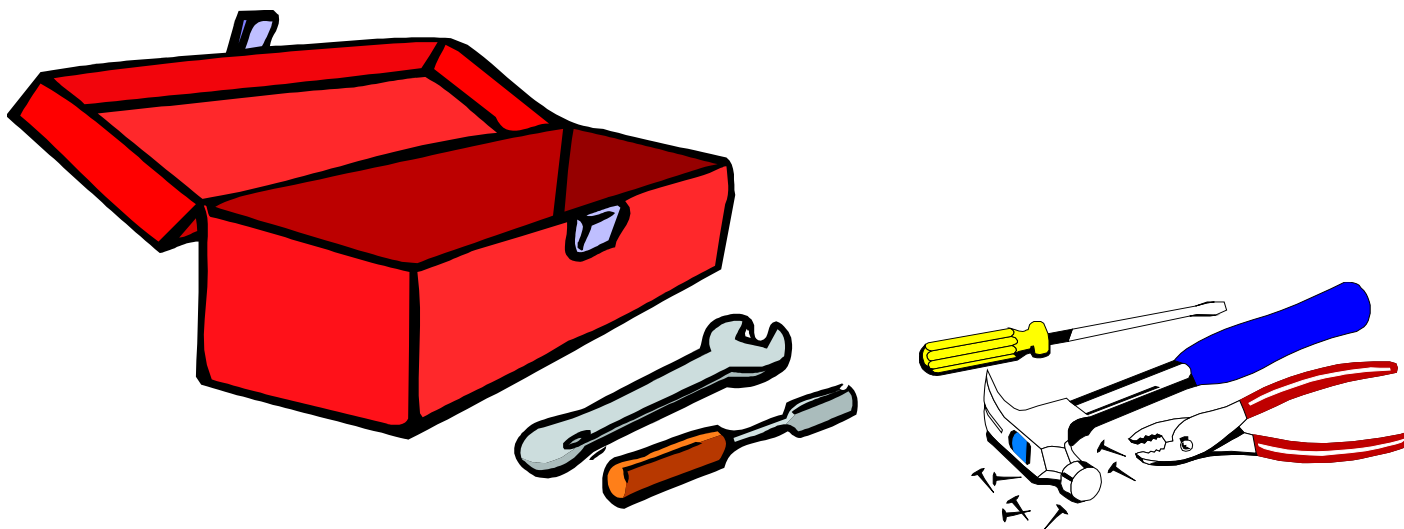
E. Concluding remarks

Monitoring data can be compared to a vehicle dashboard.

Evaluation takes place only after a delay and request further investigation.

Thank for your attention/Merci de votre attention