EvalForward Talks:
How do you communicate difficult evaluation findings?

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Overall aims:

▶ Respond to the weak evaluation vis-à-vis monitoring capacity at devolved level

▶ Increase evaluation national demand/utility under the EvalSDGs agenda for promoting the evaluation of the SDGs and their alignment to national priorities under our Vision 2030

Rapid Evaluations

- **Rapid Evaluations Purpose:** Aimed at the assessment of service delivery of health & water sector projects, respectively in Kericho & Kilifi Counties

- **One Key Objective:** Drawing lessons learned and recommendations for technical officers and policy makers to use towards improved service delivery & accountability

Some challenging findings /1

- **Sustainability/viability of some installations.**

  E.g, some maternity wings/staff houses/ theatres constructed and not in use several years later. No personnel to offer services.

- **Incomplete implementation of some water projects.**

  Concern by beneficiaries that despite completion of pipelines years ago these not yet connected to serve them.

Kericho MCAs Evaluation Advocacy

Some challenging findings /2

▶ **Low community participation**

Political/populist project prioritisation and identification devoid of being informed by evidence-based needs on the ground

▶ **Communities left out**

Aware of their Constitutional rights on public participation, communities felt largely left out in project identification/ implementation by technical officers. Technical staff in turn reported it's politicians' doing. Also that sometimes the citizenry do not turn up in good numbers for the public participation forums of related issues.

▶ **Gap in M&E**

Projects planned for Kericho health sector were in the form of activities and not "projects". M&E not applied from results dimensions, including from budgetary allocations.

Kilifi County Data Collection - Observation

Communicating Findings

► **Weak national practice & culture of M&E**

Against this backdrop preparations for communicating and buy-in of findings by counterparts/donors/decision makers started before and at all stages of the evaluation processes

Significantly, this resulted in the eventual buy-in of findings, despite the highlighted challenges below

Challenges & solutions /1

Challenge	Possible Solution
General fear of evaluation	• Sought national support
Low political goodwill for demand/utility	• Strategically undertook advocacy/demystification & buy-in meetings before rapid evaluations targeting political leaders and technical officers at all levels
Low budgetary allocation to evaluation	

Challenges & solutions /2

Challenge	Possible Solution
Limited common understanding of purpose and objectives for rapid evaluations	• Ensured transparency & extensive stakeholder consultations for common understanding at all political & technical levels & throughout evaluation processes, that included field inception missions
	• Key message being that its for learning and improvement
	• Conducted trainings on rapid evaluations for technical officers for better understanding

Challenges & solutions /3

Challenge	Possible Solution
Limited availability of some relevant desk review documentation especially on monitoring data towards accuracy/ completeness	• Comprehensive stakeholder participation contributed to triangulation of data sources in filling existing gaps: e.g, prior advocacy meets, inception/desk review field missions, primary data collection, on-line meetings, emails/phone calls communications with county evaluation coordinating teams
Risk of lack of stakeholder buy-in of findings	• Communication of findings at pre-liminary findings stakeholders validation workshops after primary data collection
	• Shared draft reports for counterparts input/comments

Challenges & solutions /4

Challenge	Possible Solution
Long and highly technical academic-like reports that were hard to read/ understand by stakeholders including politicians and media variously raise concern	• Reference group ensures quality control of all processes towards making the reports more reader-friendly
Delays in dissemination stakeholder workshops owing to COVID-19 context	• Plans underway for production of different stakeholder-targeted reader-friendly versions (including short briefs for policy makers)
	• With persistent un-predictability, finally remote on-line option agreed upon

Kericho Rapid Evaluation Training for Technical Officers

Discussion

- Which **challenges** are you facing in communicating the evaluation results and ensuring understanding?

- What **tools and actions** are helping you?

- Are the approaches different in communicating with donors, commissioners, project teams, communities? ….