

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
**Step 10 Module: Assess Effectiveness of
Research Influence**



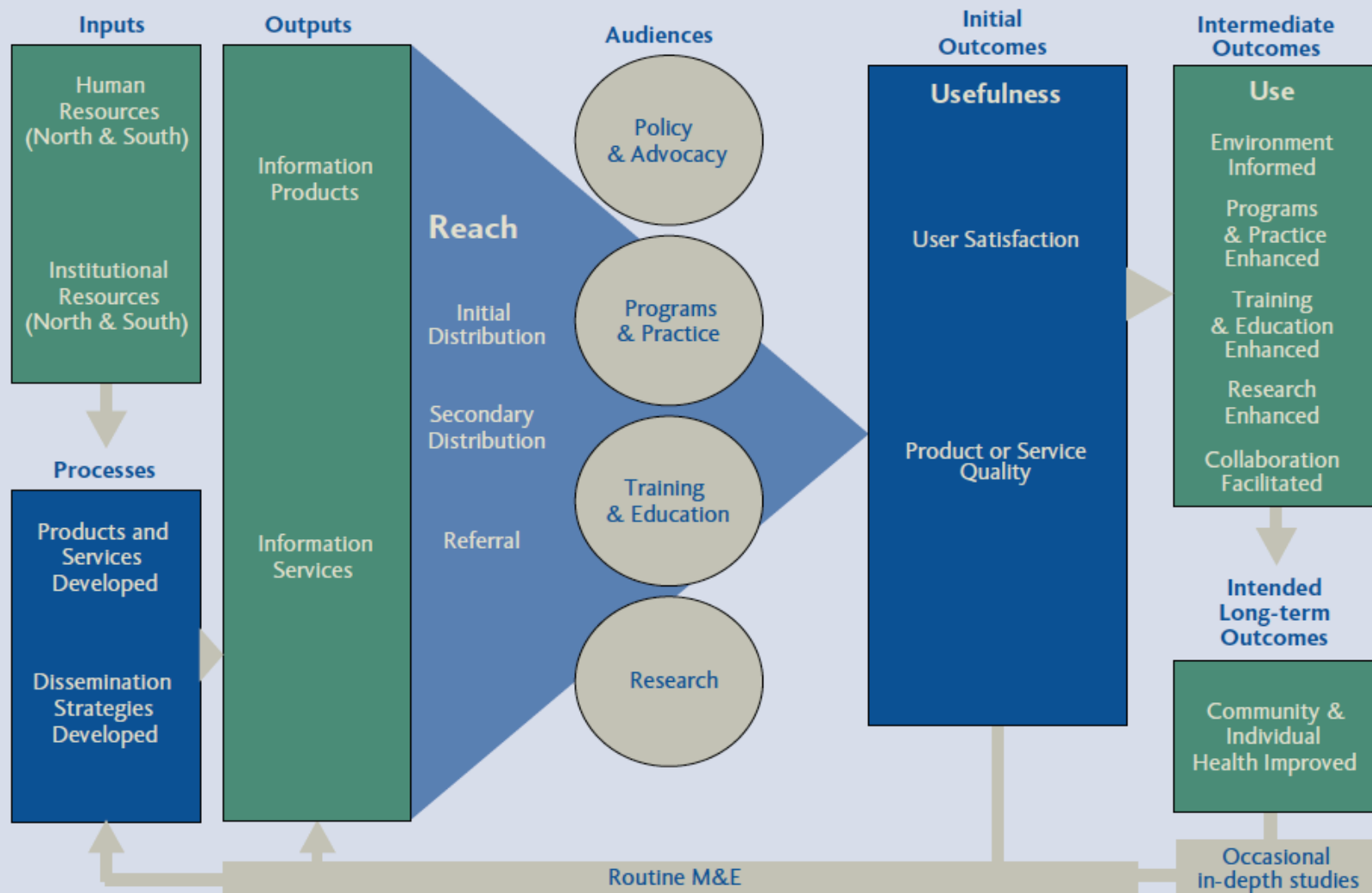
ResCom Steps ¹² adjusted to match UFE

1. Organizational readiness assessment.
2. Communication team readiness assessment.
3. Stakeholder analysis.
4. Situational analysis.
5. Defining communication purposes.
6. Defining communication objectives.
7. Methods and media.
8. Field testing.
9. Implementation of strategy.
10. **Assess effectiveness.**
11. Institutionalization of ResCom.
12. Tell the story.

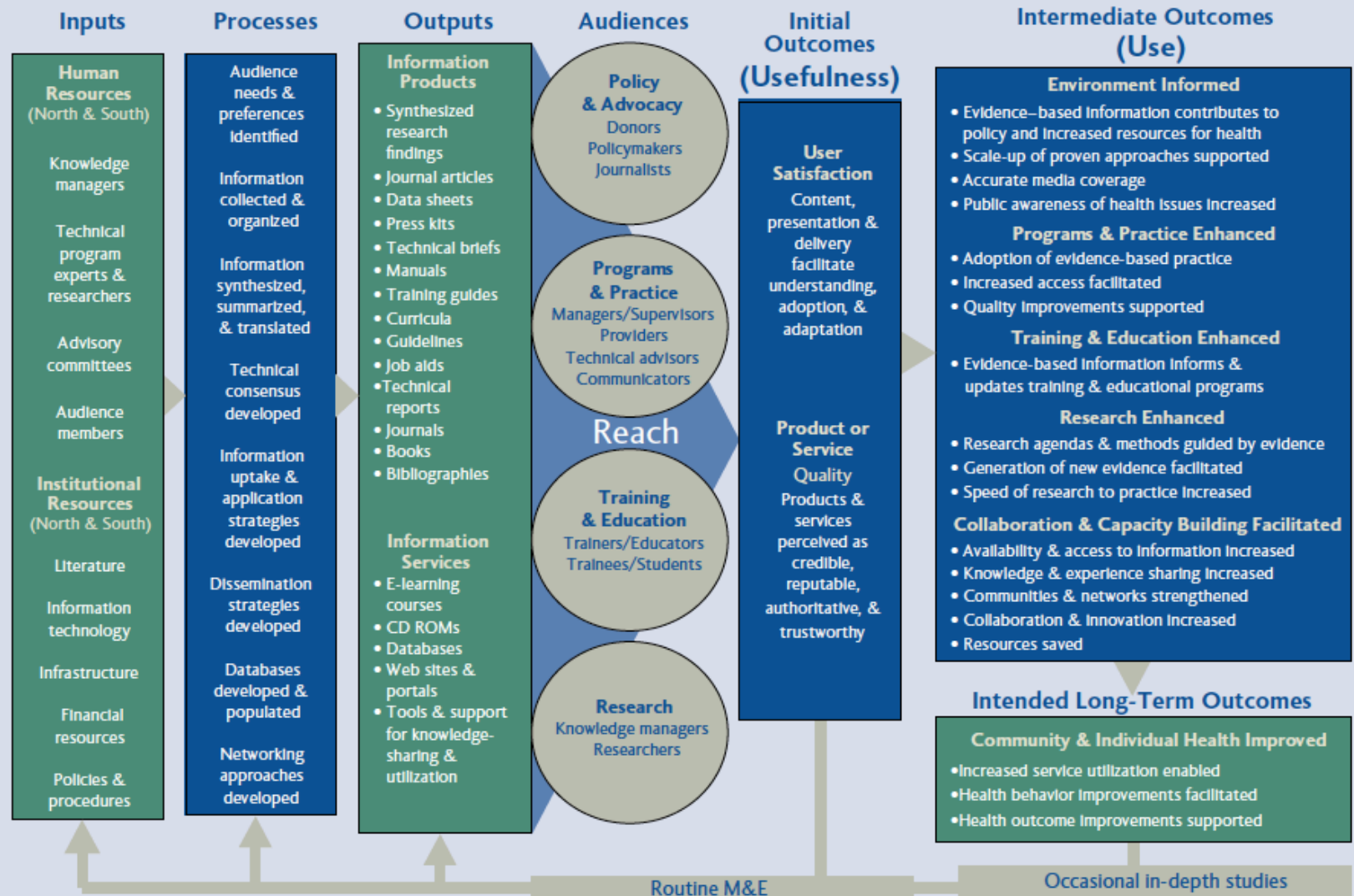
An imperfect, necessary science

- The Communication Objectives should ideally include reference to outcome measures, qualitative and quantitative.
- A theory of change, or trajectory showing what action is expected to lead to what changes can provide a useful map.

Overview conceptual framework for monitoring and evaluating health information products and services



Detailed conceptual framework for monitoring and evaluating health information products and services



Module summary

Assessing effectiveness:

- A necessary but imperfect science
- Needs to respond to baselines, measureable objectives, and follow a Theory of Change
- The proposed framework outlines stakeholder (audience) groups; 'reach' measures; and several outcome areas.
- We expect to gauge a level of contribution, as opposed to a clear attribution to impact.

Reference

Slides 4 and 5 appear in:

Sullivan, T.M.; Strachan, M. & Timmons, B.K. (Rinehard, W. ed.). 2007. *Monitoring and evaluating health information products and services*. Baltimore: Center for Communication Programs; Washington DC: John Hopkins Bloomberg School of Public Health & Cambridge, MA: Constella Futures. (pp: 4-5)

<https://www.k4.health.org/sites/default/files/guide-to-monitoring-and-evaluating-health-information.pdf> (last accessed Oct. 2014)