A Communications Perspective for Evaluators

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Introduction

• Overview of DFID

• Our approach to communications

• Use of online and social media tools

• Communications planning for Evaluators
DFID Overview

• Recent review of all aid programmes

• Re-focussing of aid in:
  – Fewer countries (27 instead of 43 bilateral programmes)
  – Targeted where biggest difference will be made – results focus
  – And where the need is greatest

• Communications drive is about reporting back on results delivered on the promises made in the aid review

• Increased focus on transparency
DFID’s approach to Comms

• Focus on **mainstream interested UK audiences** – audience segmentation based on attitudes and support for development

• Tell stories of **results** using beneficiary voices

• Particular aim at growing **online and social media audiences**
Messaging and Content

• **Tone:** Positive, honest, personal, factual, empowering, emotional and energised

• **Style:** The stories are told by the beneficiary

• **Story:** A named *individual*
  – UK aid is changing the life of this person - it is cheap / good value, innovative and / or effective.
  – Skills or tools gained
  – Wider transformation in country/region
  – Delivering on the global promise
"We will not balance the books on the backs of the world’s poorest people. Britain will keep its promise to them."

Andrew Mitchell, International Development Secretary

When the Coalition Government came to power in 2010, we made a commitment to keep our aid promises to the world’s poorest people.

We’ve made 12 promises to transform the lives of millions of the world’s poorest people.

Over the next year on these pages we will show progress towards these promises and the results we’re achieving.

Each month we will bring you updates on our innovations and - critically - the results we are delivering on your behalf.

You can play your part in the UK’s efforts to change lives/tackle global poverty by following our progress, taking part in the debate and TIPS (expand this).

Saving lives and preventing disease

Every morning Mohammed had to make an epic trek to collect his family’s daily water. But thanks to UK Aid from DFID, eight new hand pumps have arrived in his area of Eritrea, cutting his morning chore down to ten minutes. And now the water’s safe too, and he has time to kick a football about and get to school on time.

Before the pumps arrived, Mohammed’s journey was rocky and
Planning Communications for Evaluations

Key points to think about in planning stages:
• Objectives
• Audiences
• Messages
• Channels
• Milestones
• Partners
• Risks
• Evaluation
Objectives

What do you want to achieve by communicating?

• Share the findings, information, data?
• Influence the debate?
• Call to action?
• Raise awareness?
Audiences and Messages

• **Audiences**: Who are you trying to reach? Do you know enough about what they are interested in, what will resonate with them, how best to reach them?

• **Key messages**: What do you want to say? What are your top lines (jargon free)? Think about what you want to achieve by communicating? This will influence your messaging
Channels and Milestones

**Channels**: How will you get your messages out? What means will you use? Select channels to suit the audience. i.e there is no point putting things online if you’re audience don’t access the internet.

- **Milestones**: What are the key milestones that are relevant to your comms activities? What hooks can you use to make your message more current and relevant?
Partners and Risks

• **Partners:** Who do you need to work with? Is there a joint message? Can they give you information you need?

• **Risks:** What are the key risks you face in communicating your messages? What if your findings are not good – how will you deal with criticism?
Evaluation of Communications

Measure the impact of your comms – you know this best!