

# Evaluation of Communication

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INTERact - Sharing Expertise  
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## Why evaluate?

- ✓ Document impact and role of communication
- ✓ Improve design of future interventions
- ✓ Justify programme to funders/general public

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## How to evaluate?

- Use simple and manageable design
- Link up with existing research infrastructure
- Cover all countries of interventions
- Repeat on a regular basis for trend spotting
- Involve target groups and stakeholders

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### Which level of analysis?

- i. **Impact** (overall goal of peace and prosperity)
- ii. **Outcome** (success of immediate objectives)
- iii. **Output** (implementation of project activities)

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### Why benchmark?

- ❖ Unless you have benchmarks, measuring success is more complicated than it need be
- ❖ Benchmarks are current measurement of the state of affairs, i.e. knowledge of the topic
- ❖ Simple benchmarks facilitate planning as evaluating success

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### Keeping it real!

- Design activities with quantifiable criteria of success – make it clear what you are aiming at
- *Knowledge* – 50 per cent of key target group can name at least two activities of our project
- *Attitude* – 80 per cent of participants find a seminar ‘useful’ or ‘very useful’
- *Practices* – 30 per cent of selected stakeholders support specific interventions

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